NOVEMBER 25, 1946 PRICE 15 CENTS

BROADCASTING

The Weekly Newsmagazine of Radio

TELECASTING

what every sponsor should know

WHICH PROGRAM TYPES APPEAL MOST TO CERTAIN INCOME GROUPS?

Do you know how all income groups vary in their response to radio programs throughout the hours of the day? WOR, through its intensive sub-surface analysis of the A. C. Nielsen, C. E. Hooper and Pulse of N. Y. reports, can show you how all kinds of people's listening fluctuates from period to period.

WHY CAN EQUAL RATINGS BE MISLEADING?

More and more smart sponsors realize today that equal ratings are rarely comparable. For instance, WOR recently showed a sponsor that while his rating was the same as that of a competitor's show, he was actually attracting 97,800 more listeners than the other sponsor.

HOW DOES THE WEATHER AFFECT LISTENING?

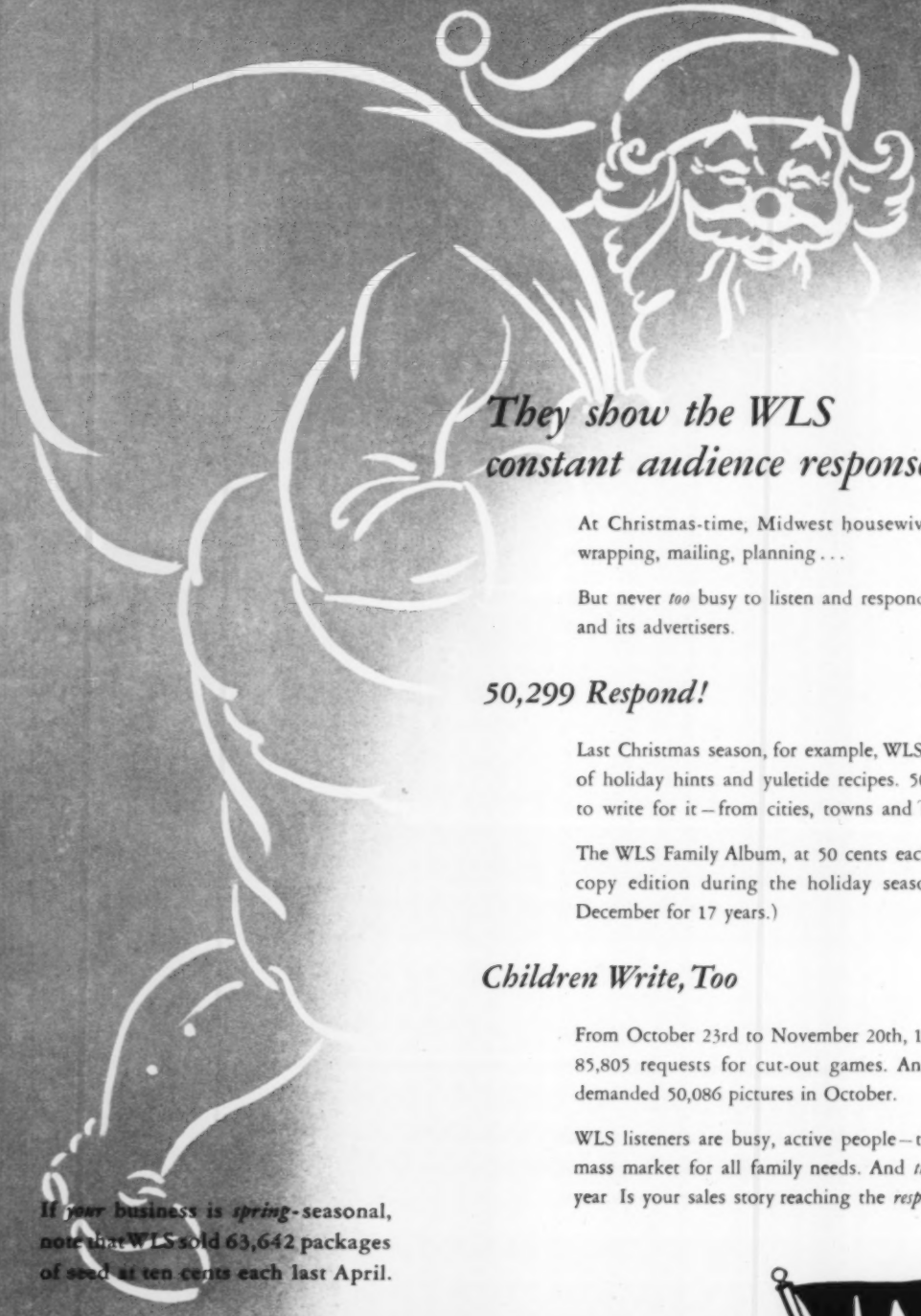
How do rainstorms, blizzards, hot spells affect the listening people do? For years WOR has clocked the weather vs. listening, not to mention overall seasonal variations as they affect sets in use. These are interesting radio angles that you should know more about.

Smart sponsors and their agencies make it a habit to check WOR regularly on what its deft research dept. reveals about their shows. They know that WOR can tell them things about listening that nobody else can. And its answers invariably bring them a greater per-penny profit on every penny they invest.

WOR—that power-full station at 1440 Broadway, in New York

MUTUAL

Christmas Case-histories



They show the WLS constant audience response

At Christmas-time, Midwest housewives are at their busiest—buying, wrapping, mailing, planning . . .

But never *too* busy to listen and respond to their neighborly radio station and its advertisers.

50,299 Respond!

Last Christmas season, for example, WLS "Feature Foods" offered a folder of holiday hints and yuletide recipes. 50,299 busy housewives took time to write for it—from cities, towns and farms all over the WLS Midwest!

The WLS Family Album, at 50 cents each, completely sold out its 40,000-copy edition during the holiday season. (It has been a sellout each December for 17 years.)

Children Write, Too

From October 23rd to November 20th, 1945, WLS "School Time" received 85,805 requests for cut-out games. And Rex Allen's Midwest listeners demanded 50,086 pictures in October.

WLS listeners are busy, active people—the kind who make such a solid, mass market for all family needs. And *they respond* at every season of the year Is your sales story reaching the *responsive* WLS audience?

If *your* business is *spring*-seasonal, note that WLS sold 63,642 packages of seed at ten cents each last April.

A Clear Channel Station

WLS
CHICAGO 7
The PRAIRIE FARMER STATION
BURRIDGE D. BUTLER, President
GLENN SNYDER, Manager

50,000 watts, 890 KC, American Affiliate, Represented by JOHN BLAIR & COMPANY, Affiliated in Management with KOY, Phoenix, and the ARIZONA NETWORK — KOY, Phoenix • KTUC, Tucson • KSUN, Bisbee-Lowell-Douglas

INS

Radio's MOST COMPLETE news service . . .

With the emphasis today strongly on treatment of news as a determining factor in the classification of a newscast as "local live," radio stations are becoming more aware of the importance and desirability of having at their disposal a *complete* wire report.

When you have INS—radio's most complete news service—you have the most brilliant and comprehensive service available. With INS, your news department has the power of selection from the widest possible variety of material. INS news dispatches are simply written, easily understandable. You can select what is most suitable to your audience and edit it to fit your individual needs. You get ALL the news you need—not just a skeletonized version prepared by some distant editor unfamiliar with your local problems.

From the standpoint of public service and high audience appeal the *complete* INS wire report is the outstanding news source available to radio today.

INTERNATIONAL NEWS SERVICE

BROADCASTING... at deadline

Closed Circuit

SIGNIFICANT changes coming up in exclusive national representation of number of important stations. Ownership shifts, "duopoly" separations and increased facilities largely responsible for impending transfers.

EXODUS of western stations from BMB fold at contract expiration time predicted. Some talk of independent survey parallel to BMB technique in effort to shake latter's validity. Meanwhile other operators feel BMB's faults not in survey but in station management, which "won't try to make BMB system work."

IF ATLANTIC CITY conforms to Chicago convention promises, it should get next NAB meeting. C. E. (Bee) Arney, secretary-treasurer, at seashore Friday to get details of resort's offer. Probable time: September, after vacation rush subsides.

ANNOUNCEMENT coming soon on creation of new radio promotion awards by National Retail Dry Goods Assn. paralleling annual awards to newspapers for best retail displays of year. Radio awards will cover outstanding department store programs by large, medium and small stations.

REPUBLICANS may make new bid for appointment of regular party member to FCC vacancy, even though President Truman can name Democrat under law. Vacancy is that created when Paul A. Porter was shifted to OPA last February.

DON'T COUNT OUT hard-hitting Sen. Charles W. Tobey of New Hampshire as new chairman of Senate Interstate Commerce Committee under Republican control in January. With Sen. Wallace H. White Jr. of Maine, author of Radio and Communications Acts, definitely slated for majority leadership, it is doubted whether he can assume important committee chairmanship too. Sen. Tobey, who last session authored resolution for FCC investigation on FM allocations and Blue Book, had been slated for Banking and Currency Committee but signs now are that he would prefer Interstate Commerce setup.

AT LEAST one practical broadcaster—Rep. Harris Ellsworth, owner of KRNR Roseburg, Ore.—will sit on House Interstate Commerce Committee next session. Publisher also of Roseburg *News Review*, Rep. Ellsworth appears definitely slated for committee assignment and may head subcommittee on communications. Another likely radio-minded legislator to be named to committee is William Miller, Hartford attorney and World War I hero, who once had been mentioned for appointment to Republican vacancy on FCC.

CHARLES HYNEMAN, assistant to FCC Acting Chairman Charles R. Denny Jr., called meeting of several Washington radio attorneys seeking recommendations for streamlining legal procedures. Informal parley to be held this week.

Upcoming

Nov. 25: American Marketing Assn., San Francisco Chapter, Mark Hopkins Hotel, San Francisco.

Nov. 25: NAB Sales Promotion Subcommittee, BMB Board Room, New York.

Nov. 26: NARBA Engineering Conference resumes 10 a.m., FCC Hqtrs.

Nov. 30-Dec. 2: Natl. Assn. of Farm Directors, Stevens Hotel, Chicago.

Bulletins

AFTER 10½ hours negotiations, attended by four network presidents and national AFRA chiefs at CBS New York, George Heller, AFRA executive secretary, at 12:30 a.m. Saturday said "certain proposals" had been advanced by networks which were to be weighed at special AFRA board meeting Sunday. AFRA will give definite answer to new proposals at 10:30 a.m. today (Monday) at meeting with network heads at NBC. Before negotiations opened at 1:30 p.m. Friday AFRA had come down from original 35% wage increase demand to 26%; nets had increased 10% raise offer to 17½%. Optimism expressed early Saturday that agreement would be reached today, thereby averting threatened radio tie-up. (Earlier story page 15.)

Business Briefly

COBURN TEST ● Coburn Farm Products Corp. (Sondra brand products) appointed Modern Merchandising Bureau, New York, to handle advertising, started three months' test campaign using participations on women's programs, WLIB New York, CKLW Detroit-Windsor.

C-P-P SWITCHING ● Colgate-Palmolive-Peet Co., Jersey City, N. J. (Palmolive Soap), effective Dec. 25, switches *A Day in the Life of Dennis Day* NBC, Thurs., 7:30-8 p.m., to Wed. 8-8:30 p.m. Period to be vacated by *Mr. & Mrs. North*, which is being discontinued by Andrew Jergens Co. Unidentified sponsor said negotiating with NBC for Thursday night spot. C-P-P agency, Ted Bates, N. Y.

WINE GROWERS SIGN ● California Wine Growers Guild, San Francisco, starts *Time for Crime* Jan. 4 on 80 ABC stations Sat. 10-10:30 p.m. (EST), 52 weeks. Agency, Honig-Cooper Co., San Francisco.

KNOX EXPANDS ● Knox Co., Los Angeles, extended sponsorship *Danger Dr. Dasfield*, which began Sept. 8 on ABC Sun. 3:30 p.m., from 26 weeks to 52 weeks. Agency, Robert B. Raisbeck, Hollywood.

MBS RENEWAL ● The Radio Bible Class, N. Y., effective Dec. 29 for 52 weeks renews *The Radio Bible Class* MBS, Sun. 10-10:30 a.m. Agency, Erwin, Wasey, N. Y.

BOSTON'S eighth station, WBMS at 35 Court St., 1 kw daytime on 1090 kc, went on air yesterday.

FCC Grants 14 More New AM Stations

GRANTS for 14 new AM stations announced by FCC Friday including 12th and 13th for Washington, D. C. area and sixth for Richmond, Va. Two grants for Nacogdoches, Tex. (Pop.: 7,538).

WKAX Birmingham, Ala., granted in February (900 kc, 1 kw, day only), authorized change from commercial to noncommercial. Licensee: Courier Broadcast Service, underwritten by Birmingham Bible Institute, Birmingham Gospel Tablernacle, Radio Revival, Radio Chapel.

Nov. 21 grants, announced Friday:

San Rafael, Calif.—Marin Broadcasting Co. Inc., 1510 kc, 1 kw, daytime only. Principals: Roy A. Brown (18¾%), editor San Rafael Independent; his wife, Hazel W. Brown (18¾%), also part owner newspaper; Justus F. Craemer (18¾%), associated with San Rafael Independent; his wife, Agnes Craemer (18¾%); Ernest L. Smith (25%), formerly with WAIM Anderson, WBIG Greensboro, WTAQ-WHBY Greenbay, WBBB Burlington.

Silver Spring, Md.—United Broadcasting Co. Inc., 1590 kc, 1 kw, daytime only. Owner: Richard Eaton (99%), WWDC Washington commentator, publisher, News Digest, Southern Literary Messenger and two Washington suburban weekly newspapers.

Framingham, Mass.—Suburban Broadcasting Co., 1190 kc, 1 kw, daytime only. Principals: Richard E. Adams (33 1/3%), president, 90% owner Wellesley Soap & Chemical Co.; James A. Shoemaker (33 1/3%), promotion department, Owens-Corning Fiberglass Corp.; Albert A. Anderson (33 1/3%), color technician Calco Chemical Co.

Flat River, Mo.—Oscar C. Hirsch, 1240 kc, 250 w, fulltime. Owner-manager KFVS Cape Girardeau and WKRO Cairo, Ill.

Ste. Genevieve, Mo.—The Donze Co., 1450 kc, 250 w, fulltime. Partnership. Elmer L. Donze, Norbert B. Donze, owners Donze Cut Rate Drug Co. and other businesses.

Clovis, N. M.—New Mexico Broadcasting Co., 1490 kc, 250 w, fulltime. Principals: A. R. Hebenstreit highway and road construction business; S. P. Vidal U. S. Treasury Dept. and interest in Gamerco Coal Co. Applicant also filed for station at Gallup.

Morehead City, N. C.—Carteret Broadcasting Co. 740 kc, 1 kw, daytime. Principals: Grover C. Munden Robert L. Pate, each holding 25%, partners in "Hills" Sherman T. Lewis (25%), Osteopathic physician; S. M. Jones (25%), wholesale produce merchant.

Oregon City, Ore.—Partnership, John Fitzgibbon physician; Temple V. Ehmson, radio engineer; R. Jarman, auto dealer. 1230 kc, 250 w, fulltime.

Salem, Ore.—B. Loring Schmidt, 1490 kc, 250 w fulltime. Former theatre owner-manager.

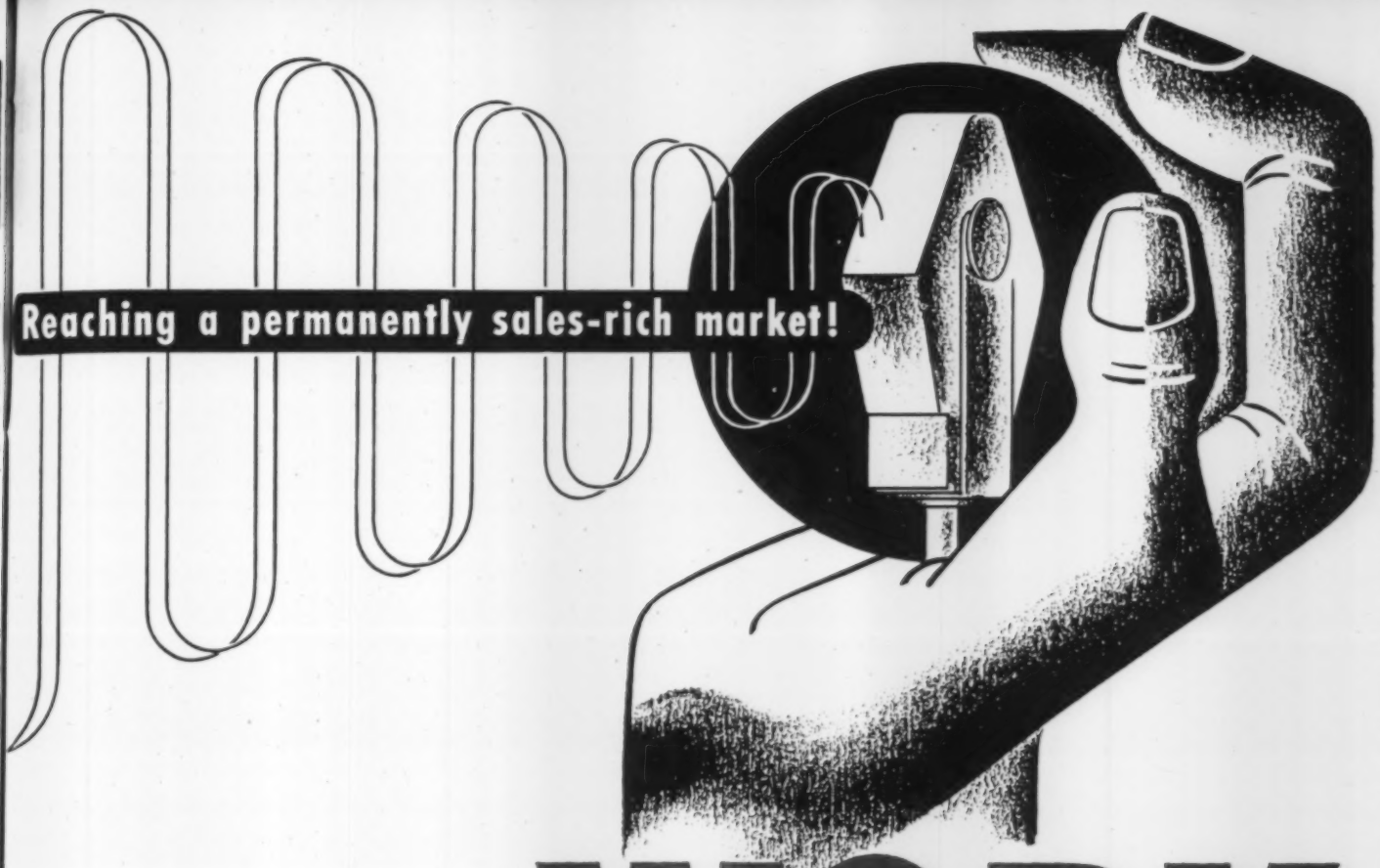
Lubbock, Tex.—South Plains Broadcasting Co. 1450 kc, 250 w, fulltime. Principals: John R. Fallingim (80%), lawyer; Robert H. Bean (10%), lawyer William H. Evans (10%), lawyer.

Nacogdoches, Tex.—Kelly Bell, attorney, 1230 kc 250 w, fulltime.

Nacogdoches, Tex.—William Courland Fouts, 86 kc, 500 w, daytime only. Mr. Fouts formerly associated with Dr. Pepper Bottling Co.

Arlington, Va.—Arlington-Fairfax Broadcasting Co. Inc., 1390 kc, 1 kw, daytime only. Principals: George H. Werner, Warner Bros. theatre operator; Harold G. Hernly, lawyer; J. Maynard MaGruder, real estate and insurance; Samuel F. Roth, Virginia motion picture theatre operator; William S. Banks, building contractor; Walter C. Ward, electrical and radio engineer; Wallace C. Robinson, formerly in radio.

Richmond, Va.—Radio Virginia Inc., 720 kc, 1 kw daytime only. Principals (16 2/3% each): R. A. Edmore, Home Small Loan Corp., owner Elca Corp Robert T. Barton, attorney; S. A. Cisler, vice president, Radio Kentucky, granted Louisville CP, former 30% owner and manager, WGRC Louisville.



WORK

YORK, PENNSYLVANIA

Your product advertised over WORK reaches the greater York market which is permanently prosperous. Located here are many large, well-known industries—manufacturing products for which there's a never-ending demand. Surrounding the industrial section is a rich, farming countryside. Your advertising dollars are wisely and economically spent on WORK. It offers real sales possibilities. Write for information.

NBC
MUTUAL

Represented by **RADIO ADVERTISING CO.**
New York • Chicago • San Francisco • Hollywood • Dallas

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GETTING YOUR SHARE OF OUR SHARE

HOOPER C. M. REPORT

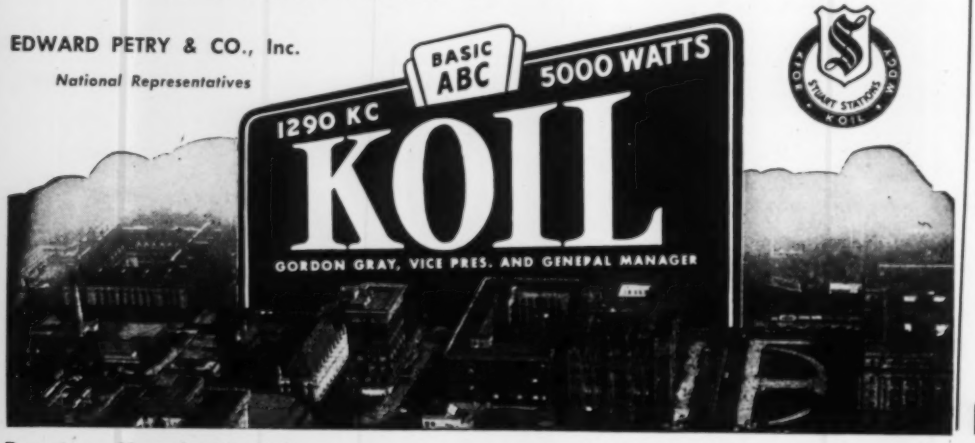
MAY THRU SEPTEMBER — OMAHA COUNCIL BLUFFS

TIME PERIOD	Station KOIL	Station "B"	Station "C"	Station "D"	Station "E"	Station "F"
WEEKDAY MORNING Monday through Friday 8:00 AM—12:00 Noon	45.9	28.8	7.1	6.0	8.3	1.8
WEEKDAY AFTERNOON Monday through Friday 12:00 Noon—6:00 PM	28.1	42.6	5.7	10.5	9.1	2.5
EVENING Sunday through Sat. 6:00 PM—10:00 PM	24.5	47.0	14.9	9.7		1.2
SUNDAY AFTERNOON 12:00 Noon—6:00 PM	25.3	38.1	9.3	12.5	9.6	1.3

Omaha and Council Bluffs is a sparkling, Midwest market that responds eagerly to the advertiser's wares. KOIL's *only* interest is *covering* this area completely and effectively, both from the standpoint of building further its enviable listening audience, and merchandising that audience for the benefit of its advertisers.

Contact our representatives NOW! You will hear the story about some choice availabilities which may prove to be your profitable share of KOIL's magnificent, Midwest Audience.

EDWARD PETRY & CO., Inc.
National Representatives



BROADCASTING
TELECASTING

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Editor and Publisher

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HOLLYWOOD BUREAU

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• Reg. U. S. Pat. Office

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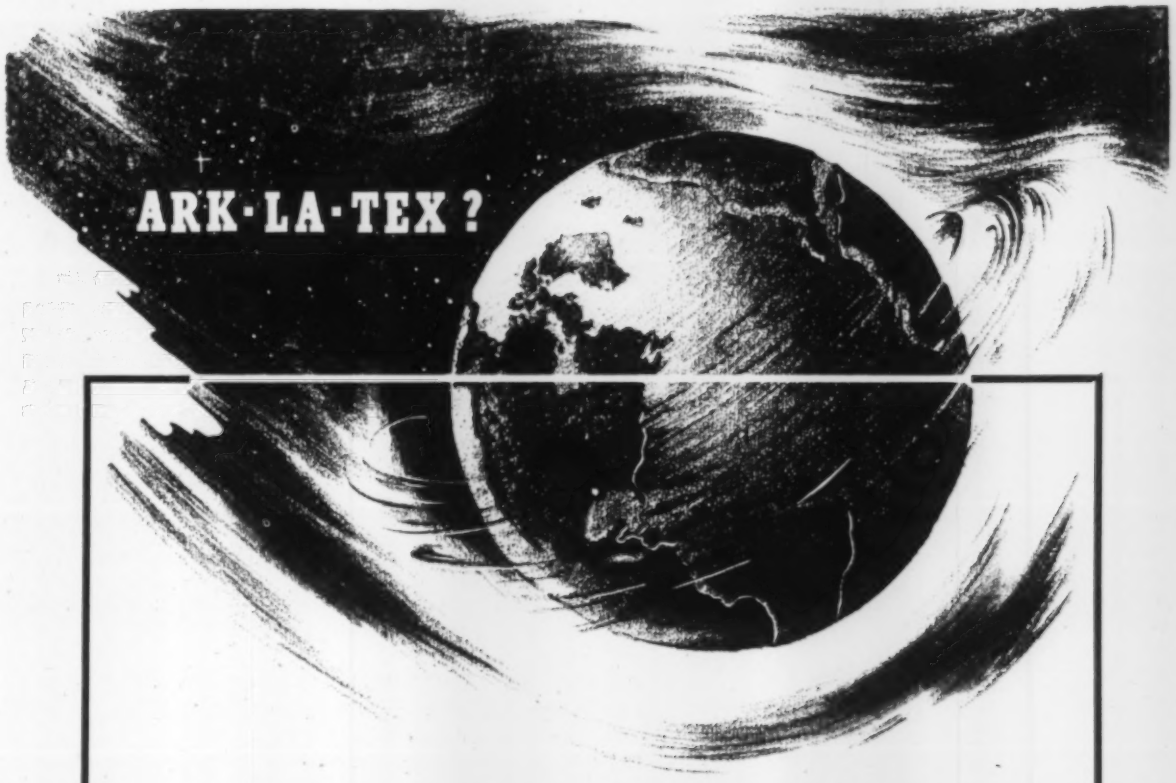


MAKES A WORLD OF DIFFERENCE!

Is there a gap in your spot schedule? Have you overlooked the oil-rich, cotton-rich, cattle-rich Ark-La-Tex? Here, in this great tri-state area, is more than a billion dollars' worth of buying power . . . dominated by 50,000-watt KWKH. Here's the station that makes a world of difference in the Ark-La-Tex!

★ Write for availabilities

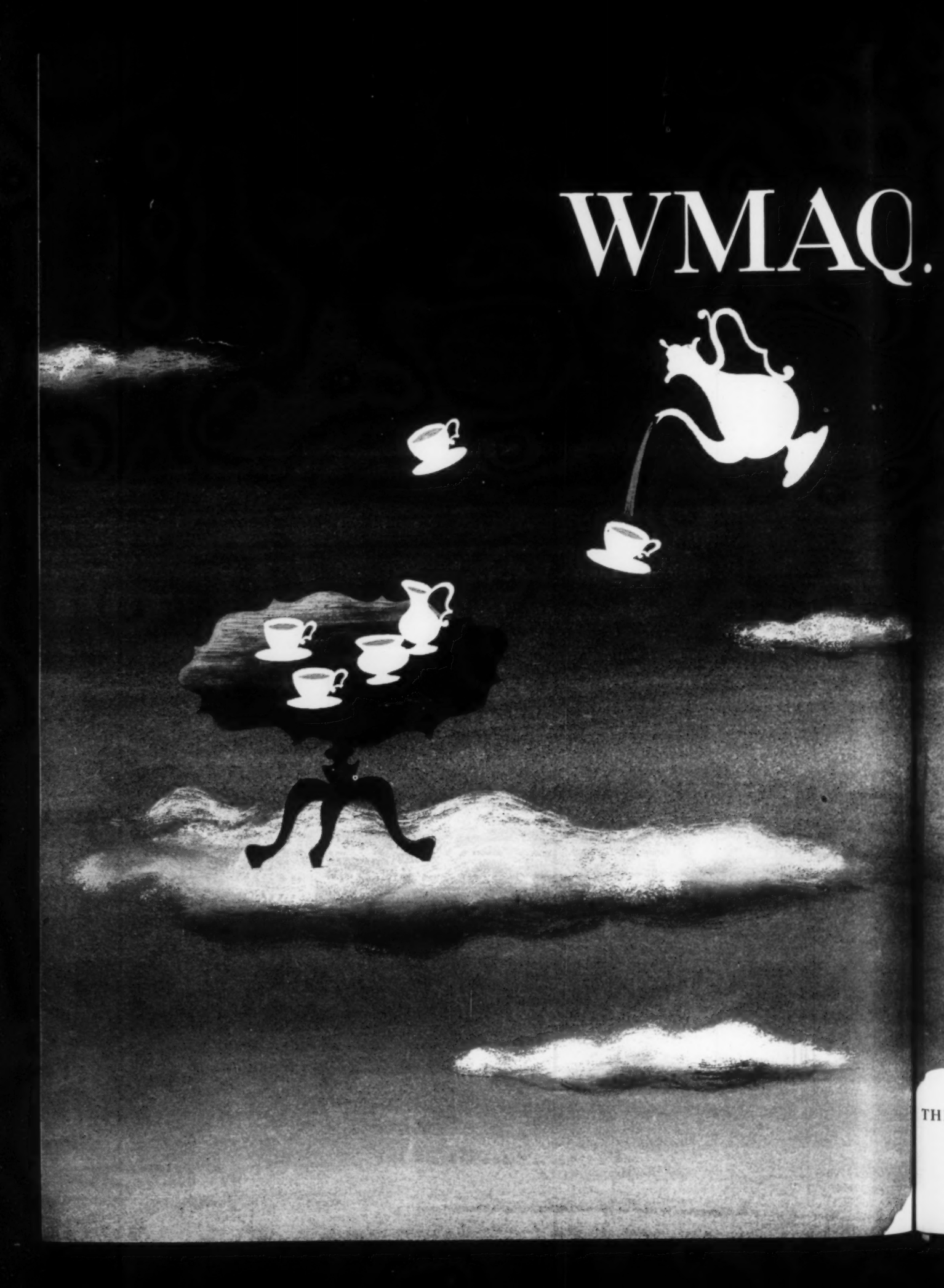
KWKH

CBS ★ 50,000 WATTS

The Shreveport Times Station

SHREVEPORT, LOUISIANA

Represented by The Branham Co.


WMAQ.

Q . . . . . serves Manor House

Telling the story of a premium-quality product to a premium-quality audience—that's WMAQ's *Manor House Party*, presented by the W. F. McLaughlin Coffee Company.

Each weekday evening at 6:30, Skip Farrell's mellow songs blend with rich harmonies by the Art Van Damme Quartet in a quarter-hour appropriate to gracious hospitality.

For the last 7 of its 94 years, McLaughlin has been using WMAQ's power and prestige to reach buyers of Number 1 goods in America's Number 2 market. Through times of stringently limited supply, the fine qualities of Manor House Coffee were kept tantalizingly alive in those buyers' thoughts. Now, more Manor House Coffee is sold than ever before.

It's sound business to gain the selective attention of WMAQ's vast audience.

FIRST IN CHICAGO

WMAQ

50,000 WATTS 670 Kc.

Represented by NBC SPOT SALES

THE NATIONAL BROADCASTING COMPANY

EVERY WINTER, BUSINESS GETS A BONUS* IN THE TAMPA TRADE AREA.
... AND EVERY DAY ALL DAY WFLA LEADS IN LISTENERS IN THIS RICH MARKET.

Annually, tens of thousands of winter visitors spend millions of vacation dollars on Florida's popular West Coast.

In the heavily-populated Tampa trade area, the tourist business is "big business." And growing bigger! Yet, in this, the industrial and distribution center of Florida, playing host to out-of-state visitors is merely a sideline. The money spent here by these visitors is a huge annual bonus for alert advertisers. This rich territory is best reached with WFLA--morning, afternoon and night! The 5000-watt voice of WFLA is most-listened-to in the heart of the prosperous Florida West Coast market.

5000 WATTS
DAY AND NIGHT
WFLA
The Tampa Tribune Station
TAMPA NBC
National Representative
JOHN BLAIR & CO.
Southeastern Representative
HARRY E. CUMMINGS
Jacksonville, Fla.

Feature of the Week

H. V. KALTENBORN, veteran commentator heard on NBC, last week chided radio for ignoring the wishes of listeners and urged broadcasters to indulge in self-criticism as means of improving radio fare.

Mr. Kaltenborn spoke before the New York Radio Executives Club as the second speaker in a series of three discussing the question "What I Would Do If I Were Running Radio."

Citing the poll of station managers in BROADCASTING TRENDS [BROADCASTING, Nov. 4], Mr. Kaltenborn reminded his audience that broadcasters themselves had said that of all factors, listeners had contributed most and that sponsors and advertising agencies had contributed least to program improvement.

"What then is the logical deduction?" he asked. "It is simply this: Pay more attention to your listeners and pay less attention to your advertisers and your advertising agencies."

The commentator urged broadcasters to solicit listener opinion. The mere assessment of radio audience size, he said, does not disclose "the important factor of the intensity of listening."

Mr. Kaltenborn also has perceived a diminishing of competition among broadcasters. Contrary to the opinion of William S. Paley, chairman of the board of CBS, who at the NAB Convention suggested that competition sometimes lowers standards, Mr. Kaltenborn said, "Instead of too much competition, we have too much imitation."

He urged that broadcasters also "pay more attention to the discriminating minorities among the listening public." He said they would "have to reconcile themselves" to air programs of appeal to such audiences at popular evening listening hours. "It may cut down immediate profits," he said, "but it will help you to lay up treasures in the FCC heaven."

Mr. Kaltenborn referred to the speech by Niles Trammell, president of NBC, at the NAB Convention when Mr. Trammell asked, but did not answer, what kinds of programs are most heavily weighted with public interest. Mr. Trammell's most venerable news commentator answered his chief's questions: "I would vigorously oppose the proposition that the program which attracted the largest number of listeners at any given time is the program that should be on the air at that time."

Sellers of Sales

"DUZ does it," but the person who does it for Duz is attractive Jean Dorothy Lawler, who includes the Lever Brothers account in her annual six figure purchase of radio time for Compton Adv. Agency, New York.

Born in Mount Vernon, N. Y. in 1917, Miss Lawler attended Westchester Collegiate Center for two years, taking a general course. She managed to gather some secretarial knowledge there too, and her first job was with Free & Peters, in New York City, as a dictaphone operator. In a short while she became Mr. Peters' secretary and eventually office manager for Free & Peters. She worked with the station representatives, who sell radio time, for six years.

JEAN

But in 1942, she switched over to the other side of the radio business—that of buying time. She joined Compton Adv. in that year as secretary to Frank Kemp, then head time buyer for the agency (now media head of Dancer-Fitzgerald-Sample). In a series of six month periods, she moved from secretary to assistant timebuyer and then to her present position as timebuyer.

Although her major account is Duz, Miss Lawler also places time in the Canadian market only for Ivory, Crisco and Crisco Flakes and Barsallou.

Her favorite arguments are those she has with her younger brother convincing him that "radio is here to stay," and defending the industry as the *best* medium. Her brother, Joe, is a sports writer for a Santa Fe, N. M., newspaper and needless to say is an advocate of newspapers.

Miss Lawler still lives in her native city of Mt. Vernon. She shares an apartment with her father. She admits that gardening is fun for her but that she lets "Pappy" take care of the vegetables while she fusses with the flowers. To prove that she can cook as well as buy radio time, she personally cans the vegetables that her father grows in their garden.

Remember the story about...

GOLIATH

AND DAVID?

It's the classic example of the little fellow hanging one on the big guy. A modern example in radio is found in WWDC. We could go into a lot of stuff about programming . . . listening audience . . . coverage (even in counties we didn't know we reached). But we like to talk about sales results. And costs per sale. Then we're happy. We've got sales results, facts to gladden the heart of the toughest buyer. Glad to show them to you!

Keep your eye on
WWDC
Coming Soon—WWDC-FM
Represented Nationally by
FORJOE & COMPANY

AT 9:30 P. M., NEW YORKERS WHO LIKE OLD TIME MUSIC SWING THEIR DIALS TO WOV . .

for public service

METROPOLITAN, yes . . . the largest, most active and highly concentrated metropolitan center in the world. Yet, New Yorkers are not necessarily sophisticates in their choice of music and entertainment. An example is "Prairie Stars" with Rosalie Allen, an appealing, entertaining, recorded show that has sold itself to New York's vast radio audience. And it can do a selling job for you . . . Monday through Friday . . . 9:30 to 10:30 p.m.

RALPH N. WEIL, General Manager
JOHN E. PEARSON CO., Nat'l Rep.

WOV
New York
THE KEY TO TWO MARKETS

"Murder at Midnight" proves that Crime can pay!

Now you can get a $100,000 series of 52 transcribed thrillers—at a price so low it's thoroughly practical for any small budget.

TERRIFIC LISTENER LOYALTY

Typical ratings point out how "Murder at Midnight" gives high return from invested radio time:—In Los Angeles (KFI) it equalled the combined ratings of all other network stations. In San Diego (KFSD) it *exceeded* combined ratings of all other stations. In New York (WJZ) it scored high second on its first rating (4th broadcast) among shows of well established popularity.

"WISH I HAD HAD THIS SHOW PAST 5 YEARS"—says one sponsor

And he said it after only four broadcasts, reports John L. Hogg, Commercial Manager, KOY (Phoenix). Here are a few of many other enthusiastic comments . . .

"Our client, Ehret Brewery, delighted with dealer and consumer response. Also rating for 'Murder at Midnight' on WJZ. Renewing contract for additional 13 week period. Congratulations on your terrific productions."

C. D. SPEIER, V. P.
Moore and Hamm (New York)

"Best done mystery show we have ever carried."

JOE D. CARROLL, Mgr.
(KMYC) Marysville, Calif.

"Good quality in every respect, it's building an ever-increasing listening audience. Sponsor well pleased with this program and the benefits derived."

EDNEY RIDGE
(WBIG) Greensboro, N. C.

"Sponsor, agency, and ourselves feel quality excellent, production well done. Show doing a good job for sponsor."

LARRY SCALF
(KFSD) San Diego

"Well received in Southern California. Comment unusually favorable."

MILTON WEINBERG ADV. AGENCY (Los Angeles)

"Well produced, well written and well played. Successful with our audience."

OWEN CUNNINGHAM
Program Director
Hawaiian Broadcasting System

NO WONDER "MURDER AT MIDNIGHT" HAS NEVER LOST A SPONSOR!

It's a network show for local broadcast . . . written, produced and acted by top-notch national talent. If you want crime that really pays, check availability of "Murder at Midnight" in your market—now!

Whodunit?

LOUIS G. COWAN, INC.
250 W. 57th STREET
NEW YORK 19, N. Y.
TELEPHONE: Circle 6-4863

A CREDIT TO YOUR STATION

...in smart appearance

...in performance on the air!

RR-30 Three-Channel Remote Amplifier and Power Supply

Raytheon's REMOTE AMPLIFIERS for AM or FM

WHEN YOU WORK a remote pick-up with this Raytheon equipment... you're putting your best foot forward! Your station takes the credit—and deserves it—for the unusual "good looks" and modern, efficient air of this Raytheon Remote Amplifier. It's easy to carry—easy to set up—fast to get going. A favorite with operators and station owners, alike, because of its rugged dependability and engineering excellence.

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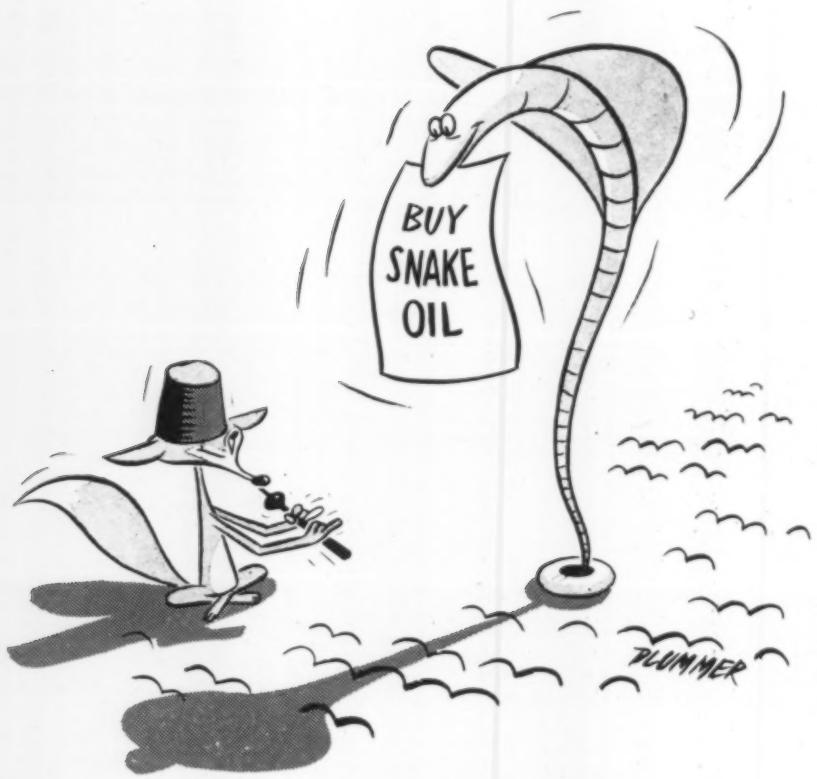

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BROADCASTING
TELECASTING

VOL. 31, NO. 21 WASHINGTON, D. C., NOVEMBER 25, 1946 $5.00 A YEAR—15c A COPY

Nationwide AFRA Strike Threat Grows

Networks, Union Locked on Two Issues

By EDWIN H. JAMES

THREAT of a nationwide strike of talent on all four major networks increased last week as negotiations between network representatives and AFRA officials in New York continued without apparent progress.

As BROADCASTING went to press it was reliably reported that the opposing negotiators were "as far apart as ever" on the issues which have caused a deadlock in negotiations since they began Oct. 2.

'Showdown'

Network and union officials as well as advertising agency representatives were to reconvene in what was believed to be a "showdown" conference last Friday at 1:30 p. m. AFRA representatives, it was understood, had decided that if no further progress were made during the Friday meeting, they would call a strike.

The issues on which neither side seemed willing to yield were two:

1. AFRA has insisted upon inclusion of an "unfair station" clause in the network contract, a provision requiring networks to cease feeding programs to stations which refuse to negotiate with AFRA. The networks, rejecting this demand, have described the proposal as a "secondary boycott," which is made illegal by the Lea Act.

2. AFRA has demanded salary increases averaging 35%, the networks have countered with 10%.

A fortnight ago George Heller, national executive secretary of AFRA, reported that the networks had indicated a willingness to increase their salary counter-proposal if AFRA agreed to eliminate the unfair stations clause. As of Friday morning, neither side had displayed intentions of yielding.

One of radio's biggest advertisers, the Procter & Gamble Co., Cincinnati, asserted that "under no circumstances" would it "cross the picket line in any way." William M. Ramsey, P & G radio director, told BROADCASTING that the company would "continue to pay for the time and furnish the networks with the commercials," but it would not pay any announcer to read the commercials or pay any other talent fees.

Meanwhile, AFRA solicited further support from sympathetic unions to bolster its forces in the event a strike were called.

RDG Resolution

The New York local of the Radio Directors' Guild adopted a resolution prohibiting RDG members from crossing picket lines, directing programs on which strike-breaking artists appeared, or engage in any functions normally performed by AFRA members.

While negotiations floundered, broadcasters, advertisers and agencies assessed the prospects of carrying on their network shows without benefit of actors, announcers, singers, or other talent if negotiations failed to prevent the strike.

In the event of a total walkout of all talent, as AFRA promised, networks would find themselves broadcasting few if any live shows except music.

There was no indication that James Caesar Petrillo would pull out his musicians in sympathy with an AFRA strike. An AFM spokesman in New York said that AFRA had thus far not solicited AFM support and that unless it did "Mr. Petrillo will not have anything to say."

It was doubtful that live shows could be replaced with transcriptions. A high official of one transcription company reported in New York that the major firms had pledged not to "strikebreak." This was taken to mean that the companies would not transcribe programs specifically as replacements for live shows cancelled by a strike.

It was considered possible, however, that AFRA would not insist that shows which have already been transcribed be kept off the air.

Some advertisers reported they were considering the use of transcribed commercials which are already on file as insertions in whatever the networks can substitute for the regular programs. Others were known to have debated the possibility of playing back recordings made of past shows.

Other Unions' Support

Earlier AFRA had obtained the support of numerous other talent unions [BROADCASTING, Nov. 18].

If AFRA issued the strike call, the walkout would be the greatest in radio history, and the first of its kind to hit all four networks simultaneously.

Meanwhile in Hollywood the big question was, "Whither AFRA?" As talks proceeded in New York, suspense increased for allied unions in Hollywood, anxious to determine their position in event of negotiations breakdown. Lack of national AFRA policy line to the West Coast was being variously interpreted.

Following AFRA negotiations in

(*Continued on page 101*)

WBAL Hearing Issues Announced

Blue Book Implications Are Conspicuous By Absence

By RUFUS CRATER

CONSPICUOUS only for the absence of Blue Book implications, FCC's issues for a consolidated hearing Jan. 13 on WBAL Baltimore's renewal application and the Drew Pearson-Robert S. Allen request for a new station on the same clear channel assignment were announced Friday by the Commission.

Observers found them noncommittal, with only a passing reference to programming—the standard hearing question on programs: "To determine the type and character of program service to be rendered and whether it would meet the requirements of the population and areas proposed to be served."

Except for a query about the "installation" of Hearst's 50-kw WBAL and that proposed by Pearson-Allen, the four other issues also were "standard." Authorities said the "installation" reference presumably indicated a comparison of transmitters and other equipment of the two applicants.

The lack of Blue Book spirit in the issues was more marked in comparison with the issues revealed two weeks ago for hearing on three others of the seven stations set down for hearing on program grounds [BROADCASTING, Nov. 11].

The virtually identical issues on those three—renewal applications of WTOL Toledo, KMAC and KONO San Antonio—raised questions of "promise and performance," commercial and sustaining time, number of spot announcements, time devoted to controversial issues and local live talent programs, network sustaining programs not used, and station revenues and program expenditures.

Raises Question

Comparison of the issues in those cases with the issues for WBAL and Pearson-Allen evoked the question: "Has the Blue Book been waived for WBAL?"

For some time the belief had prevailed that FCC was disposed to *nolle prosse* the WBAL Blue Book case, in effect, by putting the burden upon the applicants, rather than on FCC, to bring out program matters.

Consolidation of the Pearson-Allen application with the renewal case was granted on petition of Pearson-Allen, filed by the Washington law firm of Cohn & Marks. The firms of Littlepage & Littlepage and Dempsey & Koplovitz, Washington counsel for WBAL, are expected to file a petition for reconsideration and grant of their application without hearing.

Postponement of the Dec. 2 hearing date previously set for the WBAL application to Jan. 13 for consolidated hearing was authorized under FCC's policy of giving at least 30 days' notice of hearing.

The renewal request of WBAL, most powerful of the seven stations awaiting renewal hearing on program grounds, was designated last February. FCC's Blue Book, citing WBAL as one example of "excessive commercialism" in programming, appeared March 7. The application for WBAL's facilities—1090 kc, 50 kw, fulltime—was filed in September by Drew Pearson, radio commentator and author of the *Washington Merry Go Round* column, and his former co-columnist, Col. Robert S. Allen [BROAD-

(*Continued on page 101*)

Merits of Atheist Broadcast Argued

5,000 Listeners Give Views on KQW Grant Of Time to Scott

KQW San Francisco, which granted radio time Sunday morning, Nov. 17, to Robert Harold Scott, Palo Alto, Calif., atheist, to present his views [BROADCASTING, Nov. 18], last week received an unusually heavy volume of mail—much of it from listeners who wrote to support or condemn the right of a radio station to permit an atheist to argue against belief in God over the air.

Of the more than 5,000 letters KQW received commenting on the atheist broadcast, approximately 20% supported the station's right to allow Mr. Scott to speak while 80% were opposed, according to Fred Ruegg, KQW program director. Mr. Ruegg said that nearly three out of four of those supporting Mr. Scott's right to air time professed themselves as being agnostics or atheists.

Decision as to whether additional air time will be given the atheist preacher will be guided by public reaction to the program, the KQW management has indicated. The station said it had received numerous requests from churches and religious leaders for air time to answer Mr. Scott, who had been trying for five years to persuade San Francisco stations to permit him to broadcast. Permission finally was given by KQW only after the FCC had stepped in with an opinion to the effect that since established religions are allowed radio time atheists also should have some.

Comments on the broadcast of atheistic beliefs by Mr. Scott came not only from the Far West, but from other sections of the country. Among the most pertinent was that of Albert L. Warner, head of MBS' news bureau in Washington, D. C., who raised the question: "Is there any good reason for a government agency to interfere in the programming and management of a station to do the equivalent of insisting that a man get a platform to air views for which he has neither eager audience nor broad affirmative support?"

Pointing to the fact that Mr. Scott had been given 30 minutes' air time to preach doctrines of atheism in the middle of Sunday morning radio programs (he replaced choir music from the Salt Lake City tabernacle), Mr. Warner said "there are few people who will question the right of an atheist to speak his mind." "Provided he represented any considerable group of people pressing for a hearing and provided he had anything to say of general interest," Mr. Warner continued, "no doubt a radio station would consider allowing him time."

But Mr. Warner did question whether the government should take an interest in such matters to the extent of interfering. "Matters of this sort can be left to the good sense and responsibility of the many diverse-minded radio stations," he said. He concluded with the remark that "there is no more moral reason for government to intervene in a case like this than there would be for government to issue an edict to a newspaper to carry Scott's speech on its front page."

Newspapers Comment

California newspapers, commenting editorially on Mr. Scott's broadcast, were as divided in their opinions as the hundreds of radio listeners who wrote to KQW to express their views.

Los Angeles News was emphatic in declaring that an atheist should be permitted to present his beliefs on the air. "There should, of course, be no question about Scott's right to express his views, to express them in his home, on the street or over the air." The *News* said further that raising the question of presenting atheist doctrines on the air "strikes at the heart of a really crucial issue—the issue of 'the closed sky.'" Denying Mr. Scott his right, the *News* continued, would "prove a poor start toward maintaining freedom of speech and inquiry generally to do so."

Taking an entirely different view, the *Stockton Record* said it would have been better if Mr. Scott had never won his five-year fight with San Francisco radio stations for time on the air. "KQW confesses," the *Record* said, "the broadcast will be an experiment and will determine if there is sufficient interest in atheism to justify further programs on the same subject. It is an experiment very much like monkeying with a buzzsaw. No good will come of it because atheism teaches no good."

Meanwhile, KQW is as yet undecided what to do with the unprecedented amount of mail received following Mr. Scott's broadcast. The station indicated the mail may be sent to the FCC along with a full report on the broadcast.

Kellogg Replaces

KELLOGG Co., Battle Creek, Mich., Dec. 30 will replace its present show, *Home Edition*, 11:30-11:45 a.m. on ABC five-weekly, with two new shows, *Galen Drake* and *Hollywood Story*, which will share the same time on a split network. Two shows will be used as a test for 13 to 26 weeks at the end of which time one or the other show will be put on full network. Agency is Kenyon & Eckhardt, New York.

Credit Co. Renews

COMMERCIAL CREDIT Co., New York, has renewed *Special Investigator* on MBS, Sun. 8:30-8:45 p.m., through Sheldon, Quick & McElroy, New York.

Bing Off 0.2

HOOPERATING of Bing Crosby transcribed show on ABC (Wed. 10-10:30 p. m.) last week was 15.6, a drop of 0.2 below that for his program a fortnight ago. Mr. Crosby's share of the audience was 43.2, sets in use were 36. The Henry Morgan program, sponsored by Eversharp Schick Injector Razors, which follows Crosby show, earned rating of 7.2, drop of 1.0 below rating fortnight ago. Mr. Morgan's share of audience was 26.9, sets in use 26.8.

Video Is Used for First Time In Completion of Business Deal

FIRST EXAMPLE of what may be a commonplace occurrence in the near future, a legally binding contract completed via television, took place last week when executives of the Chevrolet Motor Division of General Motors Corp., in Washington, discussed and signed a contract with officials of Allen B. Du Mont Laboratories, in New York.

Contract, covering a 60-minute Sunday evening series of video programs which Chevrolet will sponsor on the two Du Mont television stations, WABD New York and WTTG Washington, starting Jan. 12, 1947, was completed by a closed circuit coaxial cable television conversation between the two groups of principals, in Du Mont studios in New York and Washington. Chevrolet was represented by Nicholas Dreystadt, divisional general manager and General Motors vice president, T. H. Keating general sales manager, and C. J. French, advertising manager, who were in Washington to attend a meeting of Chevrolet dealers in that city. In New York were Dr. Allen B. Du Mont, president of the Du Mont Laboratories, and Leonard F. Cramer, executive vice president.

Twin Screens Used

Each group viewed twin screens, one picturing the executives in New York, the other those in Washington. When the discussion was ended and the contracts were signed, the contracts with the separate signatures were televised at each end of the circuit and then were superimposed on a monitoring panel in New York to produce a single document with both signatures. The dual picture was recorded on film to make a permanent record, by a process developed by Win Case, vice president in charge of television of Campbell-Ewald Co., Detroit, advertising agency for Chevrolet.

Commenting on the event, Dr. Du Mont predicted that "the day will surely come when heads of nations will be able to talk to and see each other as clearly and intimately as in this experiment. I envision the day when television signals will traverse the earth."

Coast-to-coast television will mean the end of individual city meetings for business, Mr. Dreystadt foresaw. "I could sit at my desk in Detroit and dealers throughout the nation could assemble at their nearest television studio," he said. "By closed circuit, such as this, I could discuss intimately our plans. And they in turn could present their problems. Seeing as well as hearing each other would be of obvious value."

Drawn for BROADCASTING by Sid Hix

"They've been swarming in here since November 5th!"

Ward's Billion Dollar Triumph: Radio

Medium Praised as Mail Order Firm Nears Record Year

By FRED SAMPLE

A BILLION DOLLAR sales year is in prospect for Montgomery Ward for the first time in the 74-year history of the retail and mail order organization—a year marked by the company's most extensive use of radio advertising to promote retail store sales.

A record-breaking monthly gross sales figure of $112,000,000 was reached in October for the first time since A. Montgomery Ward first set up a small mail order store on North Clark Street in Chicago in 1872.

With a retail advertising budget for 631 stores in excess of $6,000,000, Ward's media director, John A. Martin, by the year's end will have placed $942,300 for program and spot announcement time on 147 stations, 12 of them being the exclusive medium for retail stores. An additional $140,000 will be spent for talent during the company's current sales year which ends Jan. 31.

The vast merchandising organization spent only $20,000 for radio advertising over 12 stations in 1942.

The flexibility of radio, coupled with newsprint shortage, were contributing factors in Ward's increased radio activities during the war years—manufacturers turned to war production with the result that sufficient supplies for all stores often were not available, necessitating frequent and sudden changes in planned advertising. Radio offered a more readily revised and effective method of reaching not only Ward's great urban trade but the rural customer as well.

Selectivity Stressed

While a few companies were buying time indiscriminately, Ward's carefully selected stations which offered good coverage of the retail trade area of a single store . . . in many cases the more powerful station had to be ruled out because it covered too many stores, resulting in the radio listener from another Ward store area attempting to find radio-advertised merchandise in his home store and being unable to do so because the supply of the item was not sufficient to go around. Consequently stations which enjoyed good farm and urban audiences, particularly in the morning and afternoon hours and which covered one primary trading area, were selected.

A company noted for its exacting standards of advertising in newspapers and catalogs quickly became equally demanding of dignified yet effective radio commercials.

Because many of the smaller stations lost their most competent announcers to the armed services, Ward early in the war started to transcribe twenty spots monthly for local store use.

Recognizing that a special talent is required of radio copywriters, Montgomery Ward employed Mrs. Mary Edwards to direct the radio promotional activities and supervise the radio copywriting staff.

A radio service book containing 125 to 150 spot announcements of varying lengths, is issued monthly to stores using radio and to the stations.

Copy for special sales events, holiday features and "hot" item sales is also prepared for the local store manager's use—the company-approved radio plan leaves only the merchandising of the advertised item to the local manager.

No High Pressure

Ward avoids the type of announcement which public opinion polls have shown to be offensive to listeners . . . high pressure selling and extravagant claims are studiously avoided. Instead, radio copy is slanted at specific items available in the local stores with honest-to-goodness facts that the customer would normally ask of the sales clerk when making a purchase.

Mr. MARTIN

Last September when the company decided to supplement its spot campaign with a live program, Ward advertising executives selected *Art Baker and His Notebook* for a 15-minute, five-day-per-week morning time presentation for over 100 stores.

Designed to be a relaxing, dignified and friendly human interest show, it has only one restrained general commercial by Mr. Baker near the middle of the program and one 45-second break near the end for local handling according to the sponsoring store's merchandise conditions.

To promote the show in advance of its opening, Ward and participating stations employed teaser spots by other well-known radio personalities. Tag lines were provided for regular commercials and for newspaper ads; special Art Baker lapel buttons with station call letters imprinted; a specially-designed store window with station and time identity; a package stuffer for use in direct mail pieces and packages, also indicating the station; paid ads for the newspaper's amusement page; publicity releases, pictures, photos, mats and store interior pieces . . . topping it all as a campaign, the program was supported by additional sales spots throughout the day.

Personnel is Briefed

Because company officials realize the importance of merchandising within the store the items advertised by radio, store personnel are advised with each monthly service book how best to use the announcements it contains . . . repetition of spots and a limited number of items advertised daily, a minimum of minute detail and no great conglomeration of price which the listener finds difficult to grasp characterize the spot campaign.

Although the company's tremendous increase in sales cannot be directly attributed to the use of radio, it is recognized as an effective supplement to other means of

(*Continued on page 86*)

SELECTIVITY in choosing radio markets, plus definite standards for commercials, has paid Montgomery Ward handsome dividends. As the 74-year-old mail order house nears its first billion dollar sales year, Ward executives are quick to commend radio for its part in this success—success that has blueprinted an even bigger and better radio budget for next year.

FCC Will Grant Temporary Low Power to Rush FM, Says Denny

Above (l to r): Roy Hofheinz, Charles R. Denny Jr., Clifford J. Durr, Everett L. Dillard. Below (l to r): Rosel H. Hyde, Leonard H. Marks, Ray C. Wakefield.

TO HELP establish FM as a nationwide service as soon as possible the FCC will issue special temporary authorizations for powers less than those granted, until high-powered transmitters are available, Charles R. Denny Jr., acting Commission chairman, told a committee of the FM Assn. at a luncheon meeting in Washington last week [BROADCASTING, Nov. 18].

Mr. Denny and three other commissioners who attended the FMA meeting, held Monday, pledged support of the FCC in encouraging immediate operation of FM stations. The Commission policy on STA's was made known when FMA members said many permittees have not put their stations on the air because they could not obtain high-powered transmitters.

The FCC members explained that if a station, for instance, is authorized to operate with 20 kw power but can obtain a transmitter of only 1 kw or even 250 w, the Commission will issue an STA for operation at the lower power

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Radio's War of Ratings Flares Up Again

A. C. Nielsen Hits Hooper's Diary Studies

THE war of the ratings, supposedly ended last summer when the Cooperative Analysis of Broadcasting withdrew from the program audience measurement field and arranged for C. E. Hooper Inc. to take over its unfilled subscriptions, broke out again last week when A. C. Nielsen launched an attack against the Hooper plan to augment its coincidental telephone surveys with diary studies to secure a nationally projectable rating.

Mr. Nielsen is president of A. C. Nielsen Co., a research organization that measures audience behavior by a mechanical device called "audimeter." When attached to a radio receiver, the audimeter records all dial tunings of that set. Last week Mr. Nielsen issued what he termed a "frank analysis of the faults and limitations inherent in a technique which Mr. Hooper is apparently trying to revive in a desperate effort to create the nationally projectable ratings which the industry is now demanding.

"But," Mr. Nielsen averred, "the coincidental telephone technique and the diary are inherently incapable of ever providing such ratings. No conceivable combination of the two techniques can remove the serious errors inherent in both, and any combination method introduces some very serious, unsolvable problems too complex for discussion here. The Nielsen Radio Index is the only known method which can produce nationally projectable network ratings on a reliable basis. We are very close to it right now, and our next area expansion step will take us the rest of the way."

The Nielsen letter was evoked by a booklet on projected ratings issued by C. E. Hooper Inc. to explain how diary records kept by listeners can be used to measure "the difference between listening in different places, between different types of people, in single set compared with multiple receiving set homes, in big families compared with small families, in cities compared with towns compared with farms."

The booklet declared. . . . "It is not the function of the diary to measure audiences. The industry has already accepted the coincidental as a standard unit of measurement." The diary-established differences can be expressed on a coincidental base, the booklet explained, so that all measurements are comparable with the regular Hooperatings "and life is kept simple for both buyer and seller."

Diary Ratings Higher

Diary ratings can be expected to be higher than coincidental ratings, even when taken in the same homes, the Hooper booklet said, because the base is radio homes, which is a smaller number than total homes, used as the base in the telephone coincidental survey; the diary measures "total" listening during a 15-minute period and the coincidental measures momentary listening, which is smaller; a diary is attached to all sets in a home and gets composite listening of all members of the family; "the presence of the diary attached to the radio set, just like the presence of an audimeter, cannot help prompting people to listen more than homes not being sampled."

Disputing that statement, Mr. Nielsen denied that the audimeter affects "either the quantity of listening or the choice of programs" because where the diary is "prominently in sight at all times" the audimeter is out of sight and silent; where the diary "requires constant, laborious recording by every individual in the family" the audimeter "requires no action whatever on the part of anyone in the family"; where the work of keeping the diary makes generous rewards for the diary families necessary and continuous use in the same homes impractical, audimeter families perform no service and so require "only a very nominal compensation and the audimeters can be left in the same homes continuously, "thus giving time for any conceivable effect on listening to wear off."

Hooper technique for selecting diary homes begins with a study

(Continued on page 87)

ATTACK by A. C. Nielsen, president of research organization bearing his name, on the plan of C. E. Hooper Inc., to augment its coincidental telephone surveys with diary studies to obtain a nationally projectable rating last week touched off anew radio's war of ratings, which had quieted down last summer. Arguments made by the Hooper organization in favor of its plan and by Mr. Nielsen in support of his Nielsen Radio Index are set forth in the accompanying columns.

U. S. Court Stays FCC Night Grant

WQXR-KPMC Win First Round For Skywave Protection

WQXR New York and KPMC Bakersfield, Calif., last week won the first round in their court battle to prevent FCC from licensing a nighttime station on their frequency, 1560 kc, in Chickasha, Okla.

The U. S. Court of Appeals for the District of Columbia, on Wednesday issued an order on petition of Interstate Broadcasting Co., licensee of WQXR, staying a grant of the Commission to the Washita Valley Broadcasting Co. for a 250 w station on 1560 kc in Chickasha "so far as it authorizes nighttime operation."

FCC Order Amended

In compliance with the court order the Commission amended its grant, which was for a fulltime outlet, to daytime only. Argument on the appeal of WQXR, filed by Loucks & Scharfeld, was set for Dec. 10 before the appellate court.

The FCC on Aug. 1 granted the Washita Valley application without hearing and subsequently ordered program tests. Under the amended order, however, the tests will be confined to daytime only.

Both WQXR and KPMC Bakersfield, Calif., also operating on 1560 kc, petitioned the FCC for rehearing after the Washita Valley grant, but the FCC, denying the pleas, said that neither station was entitled to skywave protection. Both stations appealed [BROADCASTING, Aug. 26]. Pending before the FCC is an application for power increase from 10 kw to 50 kw for WQXR, while KPMC, now operating with 1 kw, seeks 10 kw.

Nation Celebrates Radio's Anniversary

Dealers and Broadcasters Join in Observing Annual Event

NATIONAL Radio Week opened yesterday (Nov. 24) with stations all over the nation offering special programs and announcements in recognition of the 26th anniversary of broadcasting. Networks joined in observance of the week, Nov. 24-30, and messages of congratulation were received from many persons prominent in public life.

White House recognition of radio's anniversary will be tendered Wednesday when Arthur B. Church, president of KMBC Kansas City, and E. P. J. Shurick, KMBC promotion director, will present President Truman with a leather-bound copy of the book *The First Quarter Century of American Broadcasting*. Presentation will be made at 11 a. m.

The week's events were jointly arranged by NAB and the Radio Manufacturers Assn., with the latter organization taking the lead in promoting the movement and preparing packets for use of distributors, dealers, stations and other interested groups. RMA allotted $10,000 to finance the week.

Over 30,000 dealers have decorated windows and display rooms with Radio Week posters. Showings of new models are under way and printed advertising carries the special insignia designed for the week along with appropriate promotion matter.

Others Participate

Special events on the local level will continue through the week, including luncheon club addresses and open house ceremonies. Stations are staging special broadcasts and bringing the Radio Week message to their communities. A Radio Week script for local use was prepared by Ben Miller, of the NAB information department. It portrays radio's role in national life.

Participating in the activities with NAB and RMA are National Retail Dry Goods Assn., National Retail Furniture Assn., National Music Markets Assn. and National Electrical Retailers Assn. Many dealers are using the radio-in-every-room theme developed by RMA and slated for intensive promotion next year.

Westinghouse Radio Stations, under direction of W. B. McGill, advertising director who has spearheaded the nationwide Radio Week drive, is tieing-in its million-dollar broadcasting expansion in the Pacific Northwest with the celebration. KEX Portland, Ore., is dedicating its new studio facilities during the week, with high WRS officials participating.

Individual anniversary celebrations are being held at WBZ-WBZA Boston-Springfield, KYW Philadelphia, KDKA Pittsburgh and WOWO Fort Wayne, starting with special Sunday programs. The week's events include network originations, exchange of greetings and open-house receptions at studios and transmitters.

Westinghouse featured the fact that it has 28 veteran employes with a total of 549 years' service (see photo page 43). WRS Vice President Walter E. Benoit and Stations Manager J. B. Conley have been with the Westinghouse organization 29 and 21 years respectively.

Nationwide letter contest on the subject "What I Think About Radio" is being staged by the Assn. of Women Directors under direction of Alma Kitchell, WJZ New York, and Dorothy Lewis, NAB director of listener activity. For letters of 200 words or less, RMA is donating 204 receiving sets, 12

(Continued on page 99)

A Rarity

Still looking a little bit bewildered at the world, triplets, a rarity in cow production, pose with their mother on a farm near Los Angeles. Ma is a 6-year old Holstein and the rarities are two boys and a girl.

In a lot of ways we're a rarity in the radio world. We're an independent station in a 5-station town. Four of the stations are network . . . and Baltimore is the 6th largest city in the country.

But it's W-I-T-H, the successful independent, that delivers more listeners-per-dollar-spent than any other station in town.

It's pretty unusual . . . but the smart time buyers who aren't blinded by the glisten of glamor call letters . . . think it's terrific!

That's why you'll find W-I-T-H in the wiser budgets. How about your list?

W·I·T·H
and WITH-FM
Baltimore, Md.

Tom Tinsley, *President* • *Represented Nationally by* Headley-Reed

Georgia Institute Hears Story of Radio

Industry Expansion And Peace Role Are Stressed

STUDENTS attending the Henry W. Grady School of Journalism, U. of Georgia, Athens, heard the story of radio—past, present and future—last week at the first Georgia Radio Institute, sponsored jointly by the Grady School and the Georgia Assn. of Broadcasters.

They learned first-hand of radio's 26-year growth, of a predicted five-billion-dollar expansion in the next five years, of radio's important part in preserving world peace.

Sessions opened Thursday afternoon with a business meeting of the Georgia Assn. of Broadcasters, followed by a reception at 5 p. m. for students and broadcasters. Hosts were the Sigma Delta Chi, men's professional journalistic fraternity; Theta Sigma Phi, women's professional journalistic sorority, and Digamma Kappa, honorary radio fraternity.

'Town Meeting' Program

Dr. Harmon W. Caldwell, University president, gave the address of welcome Thursday evening, with Charles A. Smithgall, president of the broadcasters' association and president of the Blue Ridge Broadcasting Co. (WGGA Gainesville), responding.

The ABC *Town Meeting of the Air* originated on the stage of the U. of Georgia Fine Arts Auditorium in conjunction with the institute. Discussing the topic, "How Can We Avoid a Depression," were Sen. Owen Brewster (R-Me.), Retiring Gov. Ellis Arnall of Georgia, Joseph Borkin, former chief economics adviser and attorney in the Anti-Trust Division, Dept. of Justice, and James L. Wick, authority on economics.

Opening Friday's all-day session was an address by Sol Taishoff, editor and publisher of BROADCASTING, on "Radio's Past." He was introduced by Wilton E. Cobb, WMAZ Macon.

"You Grady school students have great opportunities ahead," said Mr. Taishoff. He traced the history of radio in the U. S., from the early days of regulation by the Dept. of Commerce and crystal-set listening, to the present, touched briefly on the legislative history of radio and told how the Government regulatory body gradually has extended its control over broadcasting.

He mentioned some of the "old-timers" who helped to pioneer radio—among them Lambdin Kay, "whose famous and fetching voice announcing WSB as 'covering Dixie like the dew' is indelibly etched in radio's experience." He recalled when Frank Mullen, NBC executive vice president and general manager, was an announcer on KDKA, when William Scripps of the *Detroit News* and WWJ founded that station in 1920 "while in knee breeches."

Recalls Oldtimers

Mr. Taishoff paid tribute to Arthur Church of KMBC; M. H. Aylesworth, NBC's first president; William S. Paley, CBS board chairman; Mark Woods, president of ABC; Leo Fitzpatrick, now part owner of WGR Buffalo, one-time announcer on the *Kansas City Nighthawks*, and many others.

He lauded Dean John E. Drewry of the Grady school for his "vision and initiative" in establishing the George Foster Peabody Radio Awards, radio's first national citations for merit.

Radio's progress has been "not unlike the historic progress of the press in this country, except that the press took 200 years to grow to maturity, and radio, profiting by precedent, has taken but 25," said Mr. Taishoff. He likened radio to the newspaper and pointed out that the front page, comics, features, women's pages—all have counterparts in broadcasting. He predicted that stations "will assume their proper role and actually have an editorial period, labelled as such, in which the station will express its opinion on current events, international, national and local."

Urging his listeners to strive to keep radio free, Mr. Taishoff declared: "If radio's freedom goes, all freedoms are lost. That, at long last, has been recognized by other free media. Some day, somehow, Congress or the courts will find words which will establish simply, clearly and firmly this credo of a radio 'as free as the press'."

Willard Sees Expansion

Five billion dollar expansion in the broadcasting portion of the electronics field within five years was predicted by A. D. Willard Jr., NAB executive vice president. He foresaw the expansion in these brackets:

FM—$1,500,000,000 to $2,000,000,000 through construction of 2,000 to 3,000 new stations, with 5,000,000 sets in receivers' hands in 1947 and 15,000,000 FM sets within five years.

Television—$2,000,000,000 to $2,500,000,000 with 185 to 190 key cities having television connected by coaxial or radio relay; 1,000,000 television receivers in 1947 and 2,500,000 in the following three to five years.

AM—$1,000,000,000 through construction of new stations (600 applications are on file); receiver production already is running 50% above prewar years.

With this industry expansion Mr. Willard anticipates doubling of the fulltime personnel, from 26,000 to over 50,000 employes, along with growth in the group of 26,000 part-time employes. Physical and personnel expansion will bring increased program and labor relations responsibilities, he said.

Observing that set ownership now averages 90%, he said broadcasters must increase their audience by an increase in listening at all hours of the day and night. Sales departments must get additional revenue and universities and the industry together must train technicians and program people.

He predicted that within five years all listeners would be within reach of five to ten reasonably clear broadcast signals. Selective listening will develop, he said, with minority tastes better satisfied. He explained that radio's development will enhance the need for modernization of the 1934 Communications Act.

Industry expansion and addition of more spectrum space for broadcasting will provide unlimited opportunity for those who want to enter the industry. He voiced hope that the industry can rightfully challenge many of the governmental restrictions placed upon it largely on the basis of scarcity of frequencies.

Cites Legislative History

Horace Lohnes of the Washington law firm, Dow, Lohnes & Albertson, discussing "Legal Aspects of Radio," reviewed the legislative history, beginning with the original radio act of 1910. He explained how the FCC has been given juris-

(*Continued on page 88*)

Concern Over FCC Handling of Reports

Release of WCBM Data To Rival Arouses Broadcasters

CONCERN for the privacy of their confidential reports to the FCC was aroused among broadcasters last week after a hearing in which it was revealed that photostatic copies of one station's annual financial reports, supposedly confidential, had been released to a rival applicant without the station's knowledge.

Paul D. P. Spearman, counsel for WCBM Baltimore, whose annual reports for 1942-45 inclusive were disclosed to have been sent in photostatic form to Tower Realty Co., another applicant in the hearing, protested strongly that he had been served no notice of Tower's request for the copies and had had no chance to appear in opposition to the request.

Andrew G. Haley, Tower counsel, said he made written request for the information because certain questions on WCBM's application form were answered merely with a reference to information already on file and therefore the information was necessary to make the application complete.

FCC Examiner Abe Stein, presiding over the hearing, ruled that only those portions of the financial reports which were responsive to questions in the application form might be used for cross-examination.

Protesting release of the information without WCBM's knowledge, Mr. Spearman contended that if the Commission planned to release confidential data it should first have given him an opportunity to be heard in opposition.

'No Notice Given'

"No notice on earth was given to Baltimore Broadcasting Corp. (WCBM) or to me as their attorney saying any such request had been made," he declared.

Three questions in the WCBM application form were answered with references to "Form 324"—financial reports to the Commission. One related to income for the last four years; one to bank references, and one asked whether WCBM had complied with the rule requiring that reports be filed.

Mr. Spearman contended the reference to Form 324 in answer to the request for bank references was "obviously a typographical error," and that in answer to the third question Form 324 was cited merely as proof that WCBM had complied with the rule. Regarding the first question, he protested that Tower asked FCC not just for information on income for the past four years, but "for the whole business."

Examiner Stein explained that FCC Rules Sec. 1.206 provides that information filed under Sec. 1.341 (annual reports) and network and transcription contracts filed under Sec. 1.342 "shall not be open to public inspection." A subsection provides that this and other information may "in the discretion of the Commission," be opened to public inspection "upon written request describing in detail the documents to be inspected and the reasons therefore."

FCC Explains

WCBM spokesmen interpreted the subsection to mean that some affirmative action was required to make the reports available, and should have been preceded by notice to WCBM and an opportunity to appear in opposition to release of the data.

Commission authorities told BROADCASTING that applications are public records, and that when an application question is answered by a citation of information al-

(*Continued on page 87*)

BROADCASTING
The Weekly Newsmagazine of Radio
TELECASTING
for
Christmas
1946

Special Christmas Gift
SUBSCRIPTION RATES
52 Weekly Issues
plus
1947 YEARBOOK NUMBER
15 or more Gift Subscriptions $3.50 each
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2 thru 4 Gift Subscriptions $4.50 each
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BROADCASTING
The Weekly Newsmagazine of Radio
TELECASTING

out in front

is the right place to be. When it comes to delivering signed contracts, Weed and Company stays "out in front" all year long.

WEED AND COMPANY

RADIO STATION REPRESENTATIVES

NEW YORK • BOSTON • CHICAGO • ATLANTA • DETROIT • SAN FRANCISCO • HOLLYWOOD

When Rival Media Retaliate on BMB

Counter-Attack of Competition With ABC Is Envisioned

By FRANCIS N. McGEHEE

IN ALL the uproar about the Broadcast Measurement Bureau, no one in radio seems to have asked the most obvious question:

What are competitive media salesmen going to do to or with these figures?

I will tell you.

The first time a radio salesman stacks a BMB coverage report up against the ABC statement of a big-time magazine or newspaper in competition for a sizable advertising appropriation, he is going to get himself smacked down so hard he will bounce right up into the ionosphere.

The industry seems to have forgotten that some of the greatest advertising salesmen, some of the most skillful research technicians, are not proponents of the philosophy that radio is the greatest advertising medium in the world.

The brains behind the research and sales divisions of the Curtis Publishing Co., Hearst, Scripps-Howard, *American Weekly*, *This Week*, ANPA's Bureau of Advertising, ANAN, several big newspapers, and a number of other media competing with radio will match anything the industry has to offer when it comes to technical research knowledge, resourcefulness, and advertising sales savvy.

Despite official statements from Hugh Feltis, NAB, network and station officials to the effect that BMB is not comparable to ABC, the ink had hardly dried on the first BMB report before the advertising fraternity was seriously trying to use it in a direct comparison with ABC. (BROADCASTING November 4th carries this headline: "Agency Research Head Finds BMB *Exact Parallel* to ABC." The italics are mine.)

And in the hard, exacting, sometimes unscrupulous competition out on the firing line (where the bosses' institutional mouthings are forgotten in the struggle for existence), salesmen must be utter realists.

"If," say they, "BMB isn't a radio ABC, then what the hell is it?"

Having delivered themselves of this euphemism, they will proceed to forget instructions from the ivory tower and do with BMB reports what they think the exigencies of their battles for business demand of them.

They will compare BMB with ABC. They will contend that network "A" has more family coverage than magazine "B," station "C" reaches more people than newspaper "D"—"*A comparison of BMB and ABC says so!*"

And then, fireworks.

For the position of BMB in any direct comparison with ABC is untenable, and competitive research technicians not only are prepared to prove it, but waiting with wet lips for a chance to deliver a sucker punch to a medium which has been of considerable annoyance (to put it mildly!) in recent years.

FRANCIS N. McGEHEE, a business and sales promotion consultant, numbers among his clients such firms as Scripps-Howard Newspapers Inc., Outdoor Advertising Inc., Douglas Leigh Inc., Crossley Inc., Cooperative Analysis of Broadcasting, Metropolitan Sunday Newspapers Inc., The New York Times, S-M News Co. (National Distributors for Reader's Digest, The McCall Corp., Popular Science Corp.). His principal experience therefore has been with media which compete with radio for advertising revenues. He has had sufficient experience in the broadcasting field to understand its problems. His comments on BMB may be considered, therefore, of value in that light. Mr. McGehee wrote an article for BROADCASTING August 28, 1944 on an "audit bureau of circulation" for radio.

Possible Comeback

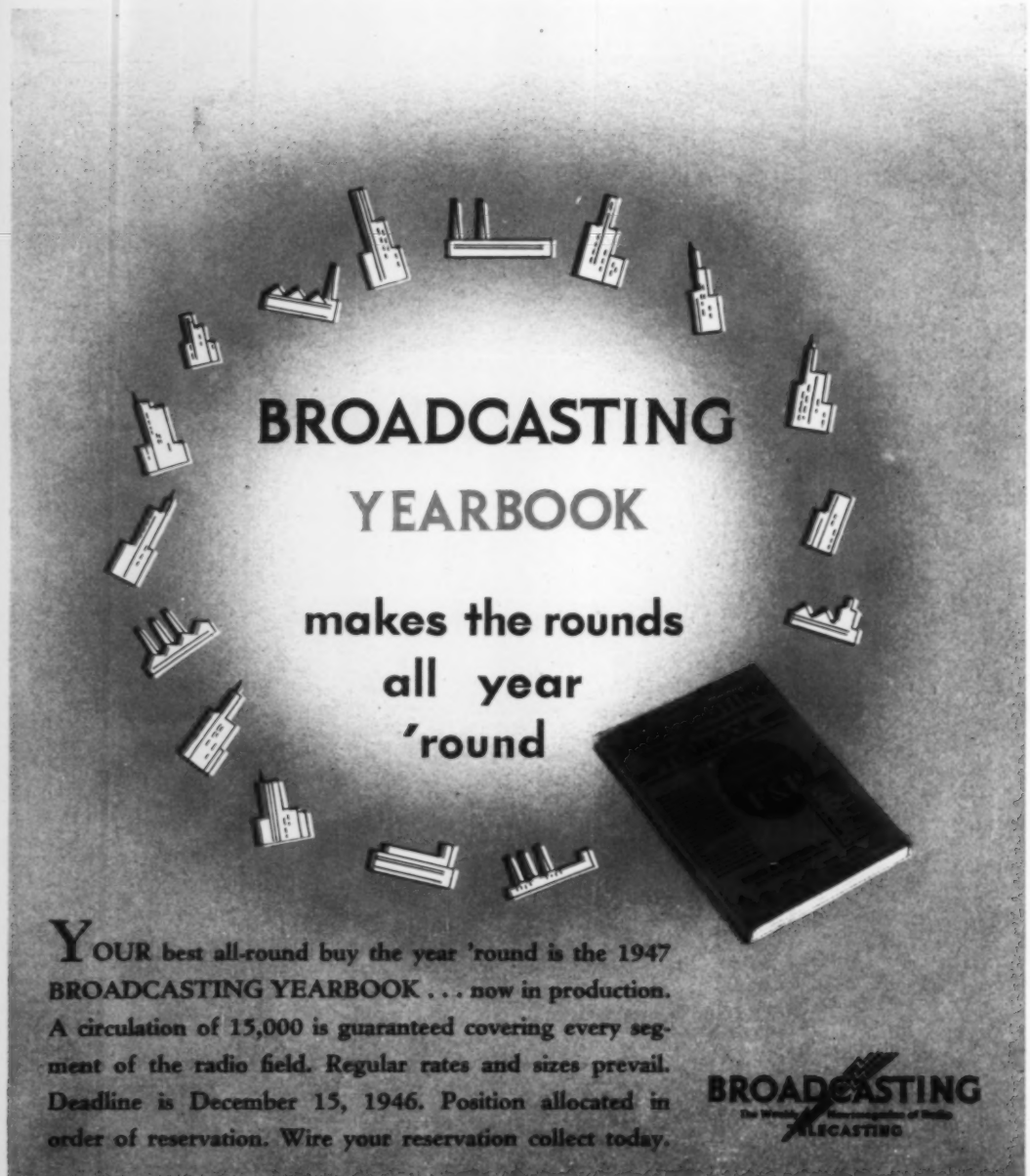
Confronted by an advertiser with the suggestion that an appropriation is going into radio because of an adverse comparison between BMB and ABC data, the publication salesman will . . .

(1) Observe, in a nice way, of course, that the ABC was organized—and its administrative policies throughout its lifetime have been controlled by—the *buyers* of advertising. BMB has been organized by *sellers*.

The president of ABC is an *advertiser*. The president of BMB is an ex *time salesman*. (On such thin reeds are major media decisions sometimes hung. And the skillful salesman knows it.)

ABC measures nothing. It simply audits and certifies to advertisers that the measurements made by publishers are accurate and reliable. BMB not only does the measuring, it originated the measuring technique, and "certifies" the

(*Continued on page 31*)


BROADCASTING
YEARBOOK
makes the rounds
all year
'round
YOUR best all-round buy the year 'round is the 1947 BROADCASTING YEARBOOK . . . now in production. A circulation of 15,000 is guaranteed covering every segment of the radio field. Regular rates and sizes prevail. Deadline is December 15, 1946. Position allocated in order of reservation. Wire your reservation collect today.
BROADCASTING
TELECASTING

Along the Inland California Beeline

Photo courtesy Walter W. Bradley, California State Mineralogist

. . . MINING again will add $70,000,000 in annual buying power

(as in 1940, before the wartime suspension of gold mining)

MINERS have been extracting mineral riches (an average 45% of California's total) from Beeline earth since '48 . . . when the first Mother Lode gold lay in James Marshall's calloused palm.

Nowadays mining is big business in the area covered by the Beeline stations. Scientific, modern methods have replaced the pan and wooden cradle. Quicksilver, iron and tungsten ores — 60 different minerals — are mined in Beeline mountains and valleys. That's another reason why this area is a treasure trove of purchasing power — A TWO BILLION DOLLAR MARKET.

What is the Beeline? Not a chain or regional network but a group of five long established key stations, each the favorite in its own community . . . combined for national spot business and providing primary coverage of a 42 county market that rivals Los Angeles in population and tops San Francisco and Seattle combined in retail sales.

The Beeline's mineral righ mountains define the market . . . wall it away from effective penetration by outside radio. Beeline stations — operated from INSIDE the mountain barriers — do a top notch selling job.

Facts for Time Buyers about the 5 BEELINE Stations

Each station in the BEELINE Group (not a network or chain) is dominant in its community, powered for THOROUGH COVERAGE. These stations TOGETHER blanket California's mountain ringed central valleys, plus Reno and wealthy western Nevada. Use all 5 at combination rates. Choose best availabilities on each station without line costs or clearance problems.

KOH
Reno. NBC. Established 1928. The oldest station in western Nevada. KOH "delivers" from 86% to 98% of the Reno audience 18 hours daily. Primary area coverage in 12 counties. 1,000 watts . . . 630 kc.

KERN Bakersfield (CBS) Established 1931	**KMJ** Fresno (NBC) Established 1922
KWG Stockton (ABC) Established 1921	**KFBK** Sacramento (ABC) Established 1922

McClatchy Broadcasting Company

Sacramento, California

Paul H. Raymer Co., National Representative

'New' FCC Hearing Policy Adopted

Applicant Protests, Suggests Oral Argument

THAT FCC plans under certain circumstances to give comparative consideration to applicants for the same areas even when non-conflicting frequencies are involved was disclosed last week. The policy evoked from one of the applicants in the case in which it was enunciated a protest, a plea that it be reconsidered, and a recommendation that oral argument be held.

A "NEW" POLICY under which FCC in some instances would put an engineeringly non-conflicting application into hearing with mutually exclusive applications for that same area was revealed last week.

The policy, enunciated by the Commission in an opinion and order designating a 710 kc daytime application for Paris, Tenn., for consolidated hearing with 1340 kc fulltime applications for Paris and nearby Murray, Ky., brought from the applicant for the uncontested frequency a sharp protest, request for reconsideration, and a suggestion that oral argument be held.

The procedure outlined by the Commission was similar to that ordered, but later rescinded, in the case of three applications for 1050 and 1390 kc at Arlington, Va., and Silver Spring, Md. [BROADCASTING, Aug. 12]. FCC sources said it has precedent in several cases including that followed in the Nashville-Murfreesboro, Tenn., proceeding, which drew the ire of Sens. McKellar and Stewart (D.-Tenn.) because their choice for a grant was given a denial while a political enemy won a grant [BROADCASTING, Nov. 11].

In its petition for reconsideration, the Paris applicant for 710 kc argued that "unfair and unjust results" would follow from the procedure of consolidating electrically conflicting and non-conflicting applications in the same communities, and that in FM it would logically require the consolidation of Class A with Class B applications under similar circumstances. It contended the Arlington-Silver Spring and Nashville-Murfreesboro cases differed from the Paris-Murray case in that, at Paris-Murray, more frequencies are available than are being sought.

The case involves three applications for Paris and one for Murray. All originally asked for full-time use of 1340 kc. Subsequently Kentucky Lake Broadcasting System amended to specify 710 kc, daytime only, and its application was removed from the hearing. Paris Broadcasting Co., then petitioned FCC to put the Kentucky Lake application back into the 1340 kc hearing.

(Other applicants in the case are James A. Dick and William W. Crenshaw trading as Paris Broadcasting Co., for Paris, and Murray Broadcasting Co., for Murray.)

In its opinion and order approving the Paris Broadcasting petition —Comr. E. K. Jett dissented, contending the non-conflicting application should be granted—the Commission majority referred to its policy of preferring local residents over non-residents in disputed cases, and pointed out that Kentucky Lake was the only Paris applicant without a Paris resident among its stockholders.

By considering the applications for the two frequencies separately, the Commission "would not be able to give proper weight to the factor of local residence in making its determination between the various applicants desirous of serving Paris, Tenn.," FCC's opinion asserted, adding:

> The fortuitous selection by one of several applicants of a frequency which is not in electrical conflict with the other applicants should not require the Commission to grant the application without hearing, nor should it preclude Commission consideration of the factor of non-residence in the community or entitle that applicant to prior consideration over the other applicants.
>
> On the other hand, the granting of the [Paris Broadcasting] petition would permit, in one hearing, not only a complete study of the needs of the communities involved but also a proper consideration of the qualifications of the applicants who seek to serve the area. . . . Moreover it [FCC] will henceforth employ this procedure in similar situations, since the Commission feels that it will "best conduce to the proper dispatch of business and to the ends of justice."

FCC authorities said this procedure would be used only in "similar," not in "all" cases. In view of FCC's inclination to distribute control over the media of mass communications, spokesmen said, it may also be used, for instance, where a non-conflicting applicant also has newspaper interests and a grant to him without a hearing would appear to favor him at the expense of non-newspaper applicants for the same area.

Explaining the Commission's reasoning, they said:

Had Kentucky Lake's daytime application been granted without hearing, non-residents seemingly would have been given preference while the two groups of local residents would have been left to compete for the remaining frequency not only among themselves but with a rival application for another community. If FCC then decided that more equitable distribution of radio facilities would result from assignment of the frequency at Murray, rather than Paris, the Tennessee town with its population of approximately 6,400 would have a daytime station (on 710 kc) while Murray, with about

(*Continued on page 77*)

MUSIC has power—

WDAS is the only Philadelphia radio station featuring three hours of classical music every day

... In addition to the usual musical programs, Philadelphia's Outstanding Full-time Independent Station features classical music every morning from 10:30 to 12 Noon, and again in the evening from 10 to 11:30 P.M.

With "MUSIC" like this, it's no wonder WDAS audiences have been loyal for more than a quarter of a century.

20

On our twentieth anniversary we pause for a moment of grateful reflection on the loyalty of those many people whose confidence in WLAC helped so much to shape our station's destiny.

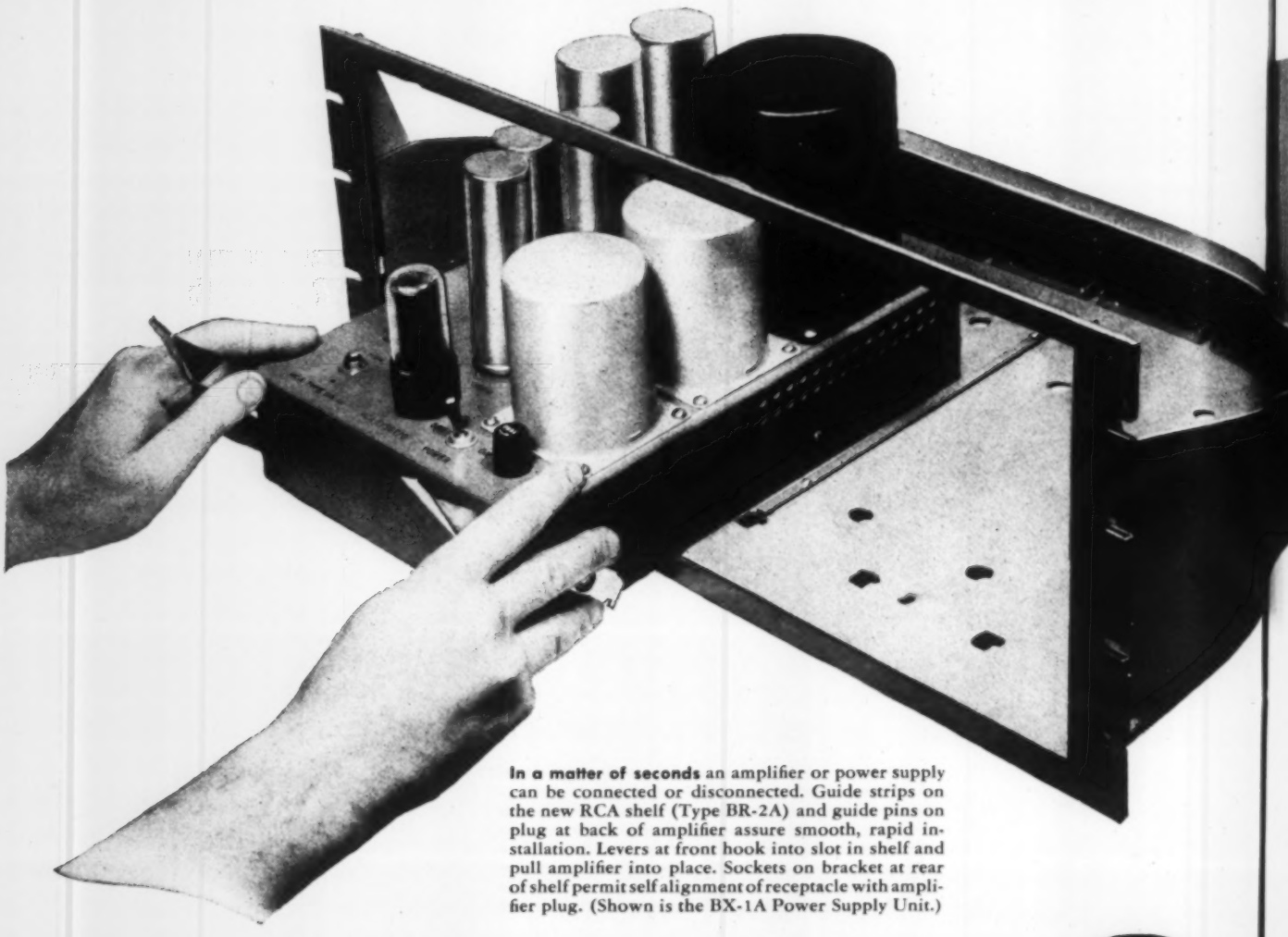
The two decades have passed swiftly and pleasantly for us and we face the future with the same degree of enthusiasm which inspired the start of WLAC on November 24, 1926.

WLAC

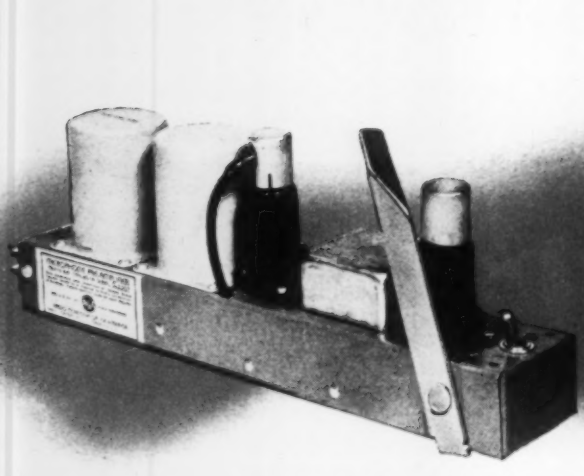
J. P. Ward, Owner — F. C. Sowell, Manager

NASHVILLE'S CBS AFFILIATE — REPRESENTED BY THE PAUL H. RAYMER CO.

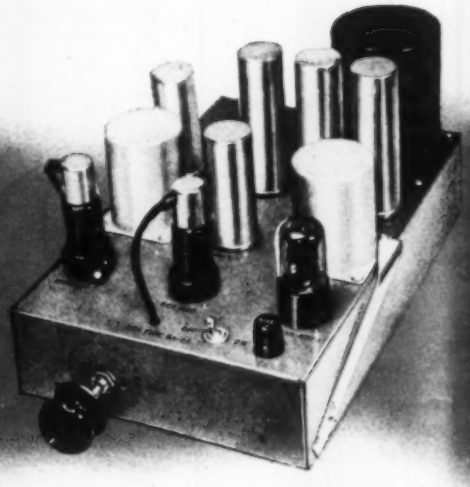
Now... "PLUG-IN" amplifiers



In a matter of seconds an amplifier or power supply can be connected or disconnected. Guide strips on the new RCA shelf (Type BR-2A) and guide pins on plug at back of amplifier assure smooth, rapid installation. Levers at front hook into slot in shelf and pull amplifier into place. Sockets on bracket at rear of shelf permit self alignment of receptacle with amplifier plug. (Shown is the BX-1A Power Supply Unit.)

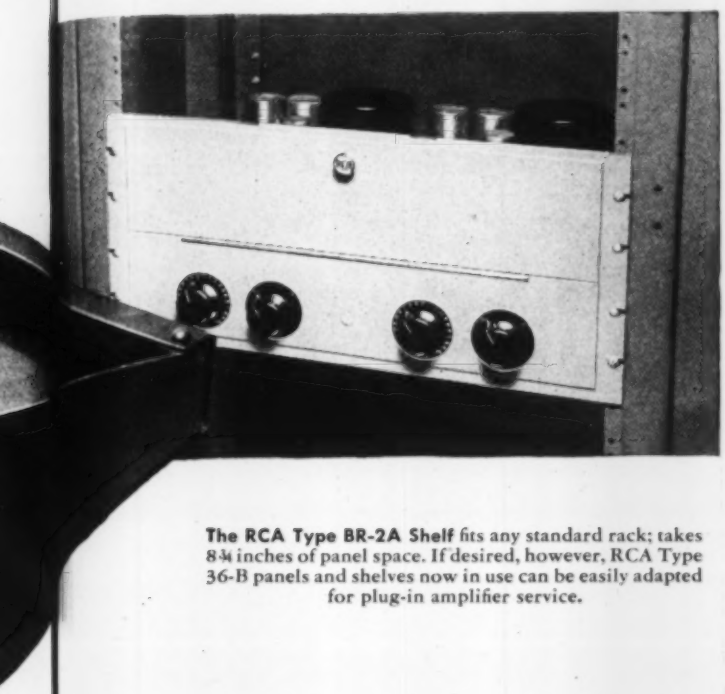


Two-stage Preamplifier (Type BA-1A)—ideal for use as a microphone preamplifier, turntable preamplifier, booster amplifier, or low-level isolation amplifier. *High gain:* 40 db. *High output:* +10 db. *Low noise level:* −80 db. *Low distortion:* 0.5% rms, 50 to 7500 cycles. *Isolation factor:* approx. 90 db; over 100 db with special Volume Control Kit. *Frequency response:* ±1 db, 30 to 15,000 cycles. *Small size:* six units will fit on a 36-B or new BR-2A shelf!



Booster Amplifier (Type BA-2A)—A two-stage unit having applications similar to those for the BA-1A; also valuable where a high-gain amplifier between announce microphone and limiting amplifier is required. *High gain:* 50 db. *Low noise level:* −68 db. *Low distortion:* 0.75% rms, 40 to 15,000 cycles. *Frequency response:* ±1.5 db, 30 to 15,000 cycles. *Compact:* two units can be mounted on one 36-B or BR-2A shelf. Features plug-in capacitors and built-in power supply.

rsfor new convenience and speed



The RCA Type BR-2A Shelf fits any standard rack; takes 8¾ inches of panel space. If desired, however, RCA Type 36-B panels and shelves now in use can be easily adapted for plug-in amplifier service.

These versatile, multi-purpose units by RCA will simplify many of your studio setups

As easy to install or remove as an electronic tube! Pull a lever near the front of the amplifier and the plug on the rear of the unit is smoothly withdrawn from its socket—automatically disconnected from the supply voltage. No longer is it necessary to crawl around to the back of hard-to-get-at racks and unsolder or unscrew countless connections. System changes can be made quickly; minutes can be slashed from inspection, servicing, and testing time.

This new RCA line now includes the four amplifiers and one power-supply unit shown. Others will be added in the near future. New, carefully selected characteristics make these units ideal for a large number of studio jobs.

All units use the same standard plug. To assure maximum convenience, a new shelf (Type BR-2A) has been designed. With a few easy changes, however, the conventional RCA Type 36-B panel and shelf can be used, if desired. The necessary accessories are available for this purpose.

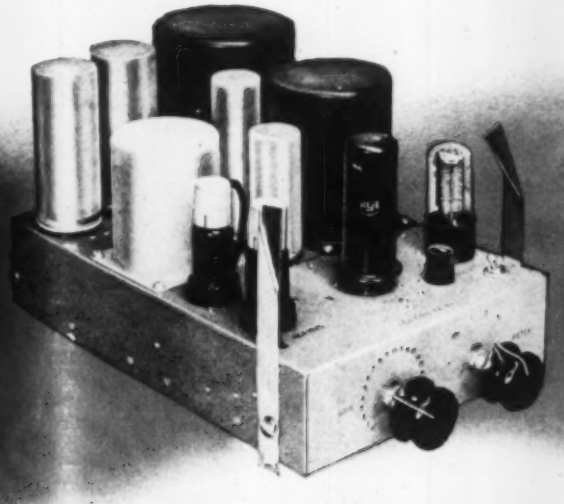
Here, we believe, is a real opportunity to modernize your amplifier system—a quick, convenient way to get better performance at low cost. New descriptive leaflets are yours for the asking. Write: **Dept. 19-K, Audio Equipment Section. Radio Corporation of America, Camden, New Jersey.**

BROADCAST EQUIPMENT

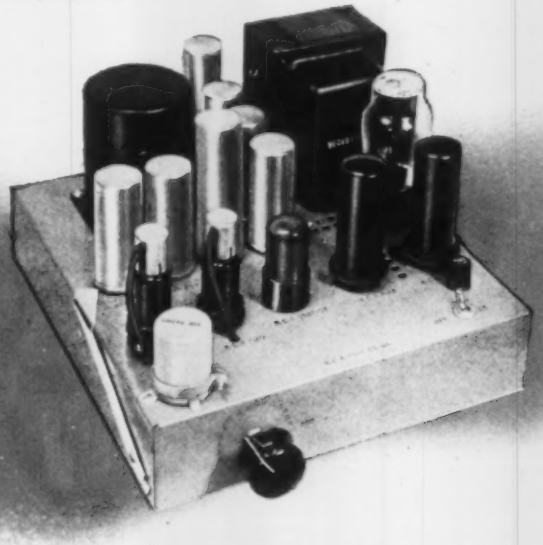
RADIO CORPORATION of AMERICA

ENGINEERING PRODUCTS DEPARTMENT, CAMDEN, N.J.

In Canada: RCA VICTOR Company Limited, Montreal



Program Amplifier (Type BA-3A)—one of the most versatile on the market. Ideal as a program, line, or booster amplifier; a high-level isolation amplifier; a cueing or monitoring amplifier, or a driver amplifier (for high-power recording amplifiers, etc.). *High gain:* 65 db for matching input, 27 db for bridging input. *Low noise level* (with maximum gain): −52 db. *Low distortion:* less than 0.5 to 1% rms, depending on output level. *Frequency response:* ±1 db, 30 to 15,000 cycles.



Monitoring Amplifier (Type BA-4A)—Designed for operation at microphone levels. High output of 12 watts is sufficient to drive several speakers or, in some applications, a recording head. Other uses include application as line amplifier for portable and mobile transmitters. *High gain:* 105 db. *Low noise level:* −20 db (with maximum gain); −40 db (with minimum gain). *Low distortion:* less than 3% at 12 watts. *Frequency response:* ±2 db, 30 to 15,000 cycles.

Radio Playing a Major Role In NHA-Tucker Lease Story

RADIO FIGURED prominently in the Washington question of who did what to whom in connection with the National Housing Administration's lease cancellation of the Chrysler-Dodge plant in Chicago, while threats of libel suits were made on all sides and two Congressional committees and the Dept. of Justice began investigations.

In the limelight as BROADCASTING went to press were these radio personalities: Fulton Lewis Jr., MBS commentator who, on his Nov. 13 broadcast, broke the story that made page one headlines in Washington dailies the following day [CLOSED CIRCUIT, Nov. 18]; Drew Pearson, ABC commentator; Theodore (Ted) Granik, attorney, conductor-moderator of the *American Forum of the Air* on MBS, Washington FM grantee and AM applicant; Earl Godwin, ABC commentator, and Edward M. Kirby, public relations counsel, former NAB Director of Public Relations, wartime chief of the Radio Branch, War Dept. Bureau of Public Relations and AM applicant in Nashville.

Mr. Lewis started Washington buzzing and newspapers probing when he related the story of how National Housing Administration had cancelled a lease originally given the Tucker Corp. on the Chicago Chrysler-Dodge plant by War Assets Administration to manufacture Tucker "Torpedo" automobiles. He mentioned a "mystery lawyer" and "influence" at NHA. Washington newspapers played the story Monday, quoting Preston Tucker, president of the corporation bearing his name.

On Sunday night, Nov. 17, Mr. Pearson identified the "mystery lawyer" as Ted Granik, but said the *Forum* moderator had conducted himself as a good lawyer, had nothing to hide.

Immediately after the Pearson broadcast Mr. Granik, who meanwhile had retained Mr. Kirby as public relations consultant, issued a prepared statement outlining his negotiations with Mr. Tucker. He said he had a "written retainer" in which the Tucker Corp. agreed to issue him 8% of its stock and pay him $3,000 per month for legal services.

Instructed Attorney

Mr. Granik said he had instructed his attorneys "to take necessary steps to collect the sums which are due to me from Mr. Tucker, his associates and the Tucker Corp. for services performed, according to the contract, and I have also instructed them to commence suit for libel."

On Monday afternoon Mr. Tucker, at a news conference in the Mayflower Hotel, Washington, issued a prepared statement in which he said, among other things: "I have never stated that Mr. Theodore Granik approached me at any time to offer his services. . . . Mr. Granik implied important Government and financial contacts and showed me letters from persons who had appeared on his *American Forum of the Air*, including Senator Wagner, President Truman and Nelson Rockefeller."

Elsewhere the statement said: "I have stated repeatedly that I do not charge Mr. Wilson Wyatt or anyone in his office with collusion, and at no time have I said that Mr. Granik claimed he could have such action stopped through his influence with NHA or by any other means. I repea that his actions gave me that impression, however."

Mr. Tucker told correspondents he planned to go before the "District Bar Association" to "explore" the possibilities of filing disbarment proceedings against Mr. Granik.

Following the Tucker news conference Mr. Godwin on his ABC commentary Monday evening referred to the story, said Mr. Granik had tried unsuccessfully to gain membership in the Congressional Radio Gallery, was turned down because he was not a fulltime working newsman.

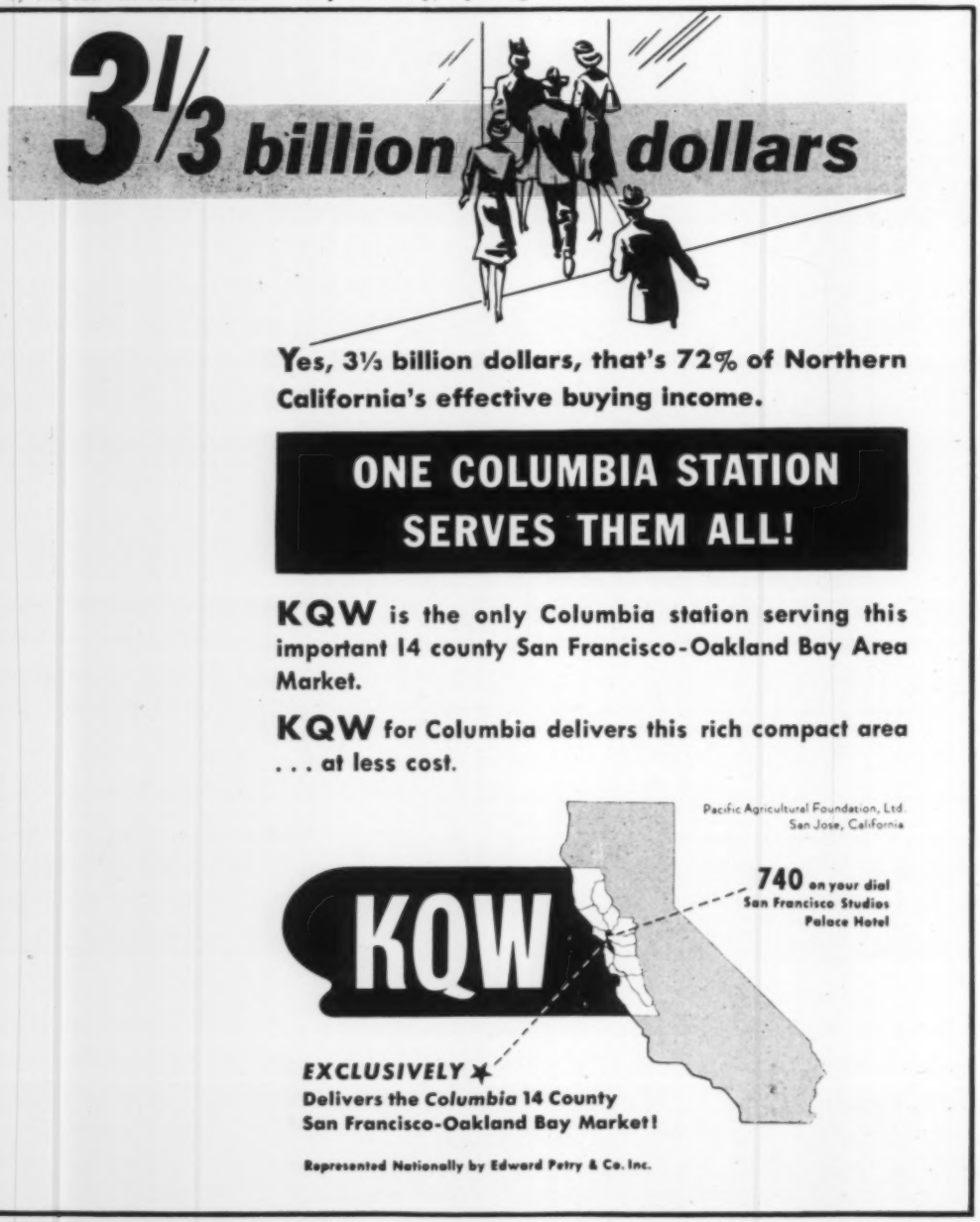
Mutual officials meanwhile called a meeting of executives in New York on Monday. There had been reports of threatened suits against Mutual by various persons whose names figured in the story. On Monday night Mr. Lewis clarified his earlier broadcast.

Whistle Stop

HE DIDN'T win, but Disc Jockey Fred Wood of WSNJ Bridgeton, N. J., put on a whirlwind gag campaign, during the recent elections, for Mayor of Carll's Corner. The m.c. of the four-hour nightly record show, *Woodchopper's Ball*, had a complete campaign with posters, stickers, speeches, spot announcements and "the works." He received a surprising number of write-in votes on ballots cast in South Jersey. Incidentally, Carll's Corner is a highway intersection where WSNJ's studios and transmitter are located.

ATC Promotions

RICHARD J. BOYLAN, director of purchases of American Tobacco Co., New York, for 20 years and secretary of the firm since 1928, has been elected vice president of the organization. John W. Hanlon, assistant secretary, has been elected secretary, replacing Mr. Boylan.


3⅓ billion dollars
Yes, 3⅓ billion dollars, that's 72% of Northern California's effective buying income.
ONE COLUMBIA STATION SERVES THEM ALL!
KQW is the only Columbia station serving this important 14 county San Francisco-Oakland Bay Area Market.
KQW for Columbia delivers this rich compact area . . . at less cost.
Pacific Agricultural Foundation, Ltd.
San Jose, California
740 on your dial
San Francisco Studios
Palace Hotel
KQW
EXCLUSIVELY
Delivers the Columbia 14 County San Francisco-Oakland Bay Market!
Represented Nationally by Edward Petry & Co. Inc.

Promotion produces prosperity

● Ceres, goddess of growing things, was regarded by the ancients as the symbol of fertility. It was on her they relied for an over-flowing horn of plenty.

In the modern Baltimore, the letters WCBM are a symbol on which time buyers have long relied for definite results. WCBM stands for an assured means of positive sales promotion in Baltimore, one of America's most fertile, growing markets. Are you getting your share from this horn of plenty?

Baltimore's Listening Habit

WCBM

MUTUAL BROADCASTING SYSTEM

John Elmer, President

Free & Peters, Inc.
Exclusive National Representatives

George H. Roeder, General Manager

WINR by a Length

in 1945 Retail Sales Gain over 1939

Source: The Market Data Book, 1946, Consumer Markets Edition

Binghamton	90%
Syracuse	85%
Niagara Falls	83%
Buffalo	75%
Rochester	62%
Schenectady	61%
N. Y. State	60%
Brooklyn	59%
Troy	55%
Utica	50%
Long Island City	50%

WINR tells your story to the 225,000 people in the Triple Cities area — Endicott, Binghamton and Johnson City — where only one other station can be heard — a rich, depression-proof market which enjoys the third highest average annual individual income in New York State — the highest of all cities of 75,000 and over.

At Binghamton, New York

Put your Money on the WINR

NBC in the Triple Cities — Endicott, Binghamton, Johnson City

DAVID CARPENTER, *General Manager*

HEADLEY-REED, *National Representatives*

McGehee

(Continued from page 22)

accuracy of the measurements.

(2) He will take a BMB station coverage map, mail ballots into the territory on the basis of BMB's distribution formula—and get a different answer from what is shown by BMB reports. He will use BMB's technique, identically.

Or, better still, he will induce the advertiser to test the system this way. He can gamble on the results. When the ballots come back from the field, some scrawled in pencil, some patently frauds, the odds are that he will have concrete evidence that all strata of the public cannot be relied upon to fill out mail ballots intelligently, completely, accurately—and that any research system which depends for its validity upon the intellectual capacity of the general public is doomed to inaccuracy.

Use Radio's Quotes

(3) If that is not the "convincer," he will go to the radio industry itself for more ammunition. No sales strategy is more effective than that which loads a salesman's guns with the other fellow's bullets. Among the supply of fireworks he will find in the radio trade press and other sources, he will exhume WNEW's magnificent, technically sound, experimental study of the BMB research formula (1944). He will quote directly from this study to prove, among other things, that *"The mailed ballot inflates station circulation. People who are interested in the subject of a mailed questionnaire are more apt to answer it than are the disinterested."* (BMB brushed off this one. It will live to haunt 'em!)

(4) The advertiser may say, "But, didn't Paul West, and Fred Gamble, and D. E. Robinson, George Gallup, Robert Elder, Donald Stettler, and a host of others, and the AAAA, and the ANA, put their stamp of approval on this research method?"

And the salesman will say, "I do not argue with God. But I wonder if any of these people would, *in their own businesses*, base a major decision upon the results of a mail survey. Certainly, I see no inclination on the part of professional researchers who have approved the BMB method to fire their personal interviewers and go into the mail survey business in a big way."

(5) But if all this is of no avail, the salesman and his publisher, can *and may* go to advertisers with this proposition: "You evidently agree with the radio industry that BMB is directly comparable to ABC. In any event, you seem satisfied to measure the circulation values of printed media and radio, in a general way, at least, on the basis of ABC vs. BMB.

"We therefore propose to disband the ABC, and substitute the far less expensive BMB circulation measurement. You'll get all the information you seem to need, and we'll save a lot of money.

Mr. McGEHEE

"The primary base from which you estimate station circulations is this question:

> 'List below: the Call Letters of all Radio Stations which you or someone in your family listen to at home AT ANY TIME.'

"WE propose to send ballots to the same families, by the same research method and tabulating system, with only a minor change in the base question:

> 'List below: the *Names* of all *Magazines* which you or someone in your family read at home—AT ANY TIME'."

I don't think advertisers would want this to happen.

I don't think publishers, nor the radio industry, would want this to happen.

But, it *could* happen.

PROPER INSTALLATION OF TELEVISION URGED

PROPER INSTALLATION of television sets in the homes of purchasers and instruction of these new owners in the operation of their video sets is "the greatest immediate problem facing television's advance," Irving Kane, president of Viewtone Television & Radio Corp., said last week at the company's weekly dealer instruction series in television.

Declaring that the number of dealers with sufficient knowledge to make good installations is still "far too few," Mr. Kane pointed out that no video set can be better than its installation. "A set that successfully passes the rigorous tests in the factory is useless unless properly installed in the home," he said.

"Today," Mr. Kane stated, "the mass-produced television set is ready for the public. However, it is a sensitive instrument and can not be handled like a package item across the counter. Dealers must prepare themselves to follow up a sale by proper installation and service to keep a customer satisfied."

Free Radio Needed Says U.S. C.ofC.

Unshackled Media Stressed In Released Booklet

VITAL elements in the American economic system are freedom of radio and the press, the U. S. Chamber of Commerce states in a booklet "The American Competitive Enterprise System," published last week.

"The American principle of determining merit and deciding policies through this interchange of opinion and experience has served to single out those measures having the largest promise for worthwhile achievement and to advance them to general adoption," the booklet says.

"In a socialist or dictatorial regime of abridged freedom of speech and of press, of predetermined economic action, and of prescribed education, these valuable springs of progressive thought and action are dammed up at the source. That these freedoms have flourished most freely under the competitive enterprise system is not accidental."

Part of Our System

Reviewing progress under private initiative, the booklet describes "radio with its diversified bill of fare," as one of "the items which our economic system has taken from the realm of luxuries and of undreamed-of conveniences and placed within the reach of the average citizen of present-day United States."

As to political freedom, the booklet recalls that foreign governments, in taking over major industries, also took over radio, newspapers and other publications. "Without controlling thought and ideas, a centrally-planned and operated economic system cannot be made to function effectively," these governments argued.

William K. Jackson, Chamber president, in a statement accompanying the report, said: "The American people plainly have spoken in favor of the free enterprise system. That system has given this country the highest known standard of living. The productive capacity of American enterprise was the decisive force for Allied victory in the World War II."

Hulten Elevated

CHARLES M. HULTEN, deputy director, Office of International Information & Cultural Affairs, State Dept., has been named deputy to William Benton, Assistant Secretary in Charge of Public Affairs. Also, G. Stewart Brown moves from assistant director in charge of areas, OIC, to former Hulten post; William R. Tyler, chief, Southwestern European Branch, European Area Div., OIC, succeeds Mr. Brown. Mr. Benton and Special Assistant John Howe left Nov. 15 for Paris to attend the UNESCO meeting.

WRR and KFJZ

TEXAS' BEST RADIO BUY

The birds are in the bag when you level down for a sure shot at this Billion Dollar Texas Twin Cities Market . . . twice for one price, at simultaneous or separate hours.

It's double-action coverage with these two 5000 watt stations, because the dominant Dallas and Fort Worth Markets are molded into one vast market with the established "pulling power" of WRR and KFJZ.

Compare the value of this 2 for 1 price combination and you'll choose WRR and KFJZ.

REPRESENTED BY

WEED & CO.

NEW YORK
DETROIT
CHICAGO
BOSTON
ATLANTA
HOLLYWOOD

EVEN GODWIN DOESN'T HAVE SOAP, IT SEEMS

ROBERT M. MENAUGH, superintendent of the House Radio Gallery, seldom misses Earl Godwin's commentaries on WMAL Washington. When he turned on the radio the other day, explaining to 3-year-old Judy that "Mr. Godwin will tell us about everything," Judy inquired: "Will he tell us where to get some soap, daddy?" The Menaugh family, like scores of other capital residents, was soapless.

Mr. Menaugh next day told the commentator about it. Mr. Godwin thought it was a good human interest story and he told it on the air the next night. Before his program was finished the Menaugh telephone rang. A neighbor offered a bar of soap. Again it rang. Another offered a box of soap flakes. And so on until the Menaughs had been offered several cakes of soap and boxes of washing powders.

Mr. Menaugh called Mr. Godwin to thank him for the plug. Said Mr. Godwin:

"Confidentially, Bob, if you've got an extra cake of soap I could use it."

Phipps Seeks FCC Permit For New Florida Station

JOHN PHIPPS, owner of WTAL Tallahassee, Fla., station, licensee of the Capital City Broadcasting Corp., of which he is sole stockholder, has application pending before the FCC for a new standard broadcast station at Marianna, Fla.

Mr. Phipps is president of the Westbury Securities Corp., which handles securities for the Phipps Estates, and is the grandson of the late Henry Phipps who, jointly with Andrew Carnegie, founded U. S. Steel Corp. He is also director in the following corporations: W. R. Grace & Co., Corn Exchange Bank & Trust Co., Ingersoll-Rand Co., Canadian International Paper Co., and Bessemer Trust Co.

PLANNING for the new KARV Mesa, Ariz. station, to go on the air late this year are (l to r): John C. McPhee, part owner and general manager; Will Durant, author-philosopher; Bill Pursley, president of Phoenix Advertising Club; Rabbi A. L. Krohn; James Stewart, director of Phoenix Town Hall. KARV will broadcast Phoenix Town Hall lecture series when the station goes on the air. It will be on 1400 kc, 250 w, using Western Electric equipment. Mr. McPhee is president of the Arizona Press Club, and has been active in radio since 1921, with the opening of WJAF Muncie and WFBM Indianapolis.

Begin at home!

Home is the place to sell your prospects. . . . For almost every product is designed for use in or around the house. . . . In the Nashville area, the heart of the market is in its 335 thousand homes. . . . Families here spend almost 10 million dollars each year just to furnish these homes. . . . Start your sales campaign now for a share of this rich market. . . . And the way to reach your best prospects is via WSIX—when they are at home tuned in to our popular and varied programs.

AMERICAN • MUTUAL

5,000 WATTS 980 KC

WSIX

The Voice of Tennessee's Capital City

NASHVILLE TENNESSEE

National Representative:
THE KATZ AGENCY, Inc.

WSIX gives you all three: Market, Coverage, Economy

FAX IS DISCUSSED IN 'POST' ARTICLE

FACSIMILE broadcasting "has developed fast but with curious results," Robert M. Yoder writes in an article, "Will Your Newspaper Come by Radio?" in the *Saturday Evening Post* for Nov. 23. "The equipment for facsimile," he states, "is considerably ahead of the plans for utilizing it."

Describing the postwar facsimile system, Mr. Yoder says that the first message sent over it might appropriately have been "It's wonderful but what good is it?" He continues: "For home printing arrived bringing a wagonload of questions; it is something as if the violin had been built before there were any violin players. Only the broad possibilities are clear and they are subject to a host of 'ifs.'

"A newspaper so printed and distributed would have no need for the giant presses now used or the pressmen; no need for linotypes or for any type, unless the original editions are set in type; no need for the fleets of trucks which now distribute the papers; no need for newsboys and corner newsstands. But who pays for the receiving sets in subscribers' homes? . . . The engineering, as is so often the case in this off-phase century, is several laps ahead of the economics."

Air Amos Kirby Gets Around

WCAU goes direct to the farmer, by helicopter! At the Reading Fair at Reading, Pennsylvania, and the New Jersey State Fair at Trenton, Amos Kirby met and talked to thousands of the farmers who follow his word on the WCAU "Rural Digest" 6:30-7 A. M. Monday through Saturday. This is another example of the lengths to which WCAU goes to *build audience* through helpful service . . .

30,000 QUESTIONNAIRES distributed by WCAU at the Fairs told Amos Kirby what farmers want on a farm program.

KIRBY'S BROADCASTS direct from the Fair Grounds included a special program aired coast-to-coast on the CBS network "Country Journal".

WCAU

50,000 WATTS ★ CBS AFFILIATE

PHILADELPHIA'S LEADING RADIO INSTITUTION

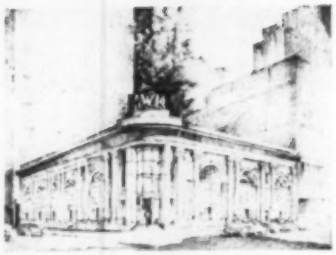
Soap Availability at Increased Cost Seen Altering Theme of Air Messages

SOAPS, always among the most heavily radio-advertised products, may be given even more extensive radio promotion in the months to come, now that the soap manufacturers are faced with the problem of explaining drastically increased retail prices to housewives.

It was repeatedly pointed out, however, that not enough time has elapsed since the removal of ceilings on soap products for specific plans to be made. Despite the fact that soap makers can now increase their prices to compensate for the increases in their costs for materials and labor, there is still a lack of fats that will keep the soap shortage with us for some time to come, and that will also have its effect on advertising.

One immediate effect of the lifting of ceilings on soap prices was a quick change in the Procter & Gamble Co. spot campaign for Dash in the West to eliminate the jingles to "Buy Dash and Save Cash," which seemed hardly in keeping with a 60% price rise.

It is reported that another immediate effect of the ceiling removal was to halt copy changes from soaps to detergents and other "soapless soaps" on the part of several companies. Where such a change had been made, as in the case of Colgate-Palmolive-Peet Co., which had switched its radio spot copy from Supersuds to Colgate Dental Cream, it is believed that it may be changed back and the spot schedules maintained. Supersuds agency, William Esty & Co., said however that it has as yet received no directions for any changes in the product's radio advertising.



NEW STUDIOS of KWK St. Louis are to be located in the former Mississippi Valley Trust Co. Bldg., bought for $100,000, Robert T. Convey, station president, announced.

FCC Decrease

FCC EMPLOYES dropped from 1,377 in August to 1,374 in September, Joint Economy Committee of Congress reported Nov. 15. Federal employment decreased 1,168,810 in 13 months following V-J Day.

Randau Quits Post With Field Group

John J. Padulo Takes Over As His Successor

CLEM J. RANDAU, director of Field Enterprises, and right-hand man to Marshall Field, multimillionaire merchant, publisher and broadcaster (WSAI WJJD KOIN KJR) resigned his position Nov. 16 to pursue what he declared were "certain other plans which I have been unable to advance while giving full time to *The Sun*."

In making known his severance with *The Chicago Sun* and other Field interests, Mr. Randau waited until the shock of the wholesale housecleaning on its staff (Bascom Timmons, Washington bureau chief, Warren Brown, sports editor, 144 others) had subsided.

In announcing Mr. Randau's resignation, Mr. Field, on page 2 of *The Chicago Sun*, said he "regretted" Mr. Randau's departure.

"His work has contributed greatly to the progress made by *The Sun*. He was also largely responsible for acquiring and building up our radio stations," Mr. Field declared.

The Chicago publisher said Mr. Randau had "sometime ago" expressed a desire to resign but that he had agreed to remain while certain planned organizational changes, now effected, were being carried out.

Mr. Randau's successor will be his assistant, John J. Padulo, who joined *The Sun* in 1941 as comptroller and was appointed his assistant in 1945.

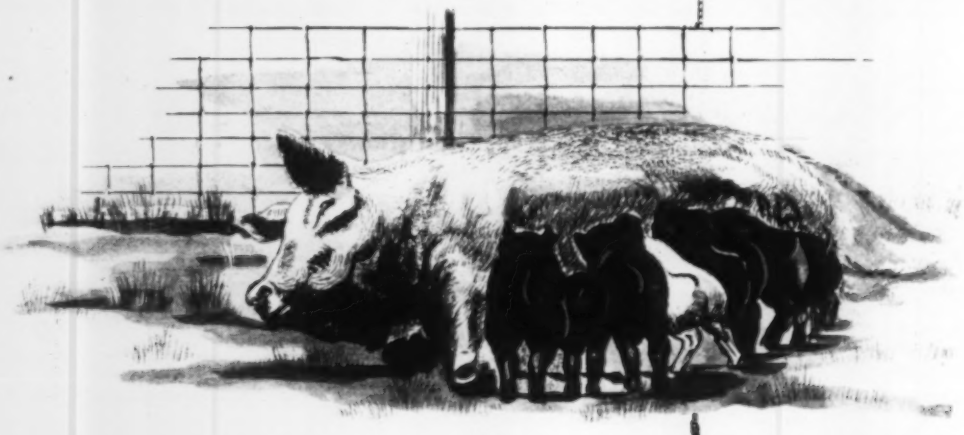
Mr. Randau joined *The Sun* in 1942 and in 1944 became vice president and director of Field Enterprises. Prior to that he was vice president and general business manager of UP.

While Mr. Randau said he was not yet ready to announce his future plans, he told BROADCASTING it "may well include" an interest in radio.

CBC Is Taxed

TORONTO CITY COUNCIL has decided to ask the CBC to pay taxes on its properties in Toronto. Mayor Saunders of Toronto has announced. Government property is tax exempt in Toronto, but with tax exempt property growing annually, city council has decided to look into taxing some government corporations. CBC is assessed for $140,000 on its property at 354 Jarvis St., where national program, commercial, station relations, publicity and other offices are maintained as well as studios of CBL and CJBC and Dominion and Trans-Canada network key station distribution system. CBC also has a $74,000 assessment on land bought a number of years ago for future building, and which it is understood it has not yet finally decided on using for broadcasting center.

RIGHT IN THE MIDDLE...



OF BIG THINGS!

COME AN' GET IT... your share of this husky $167,892,000 annual income from dairying, grain, wholesale and retail distribution, oil, poultry, and cotton—a market generously fed by KFYO's super programming and coverage facilities. KYFO is the ONLY station dominating this rich market with a consistent clear signal!

AFFILIATED WITH

LONE STAR CHAIN
AMERICAN
BROADCASTING CO.

VOICE OF THE SOUTH PLAINS OF TEXAS
1340 ON THE DIAL
KFYO
LUBBOCK, TEXAS

250 WATTS
1340 KILOCYCLES

CBS STARS ARE ALWAYS SHINING OVER *Eastern Iowa* VIA WMT

THE MAYOR is re-elected in Iowa . . .

WMT presents with Distinction
MR. LIONEL BARRYMORE
"MAYOR OF OUR TOWN"

the "People's Choice for another term to entertain 1,131,782 Eastern Iowans exclusively via WMT

No party lines or politics where *this* Mayor is concerned . . . *everyone* likes — and most everyone in Eastern Iowa *listens* to The Mayor's plain, down-to-earth philosophy and native humor — especially when the words are spoken by so eminent a personality as Lionel Barrymore. Yes, Eastern Iowa likes "good radio" that's why more people* listen to WMT than any other station. Eastern Iowa's No. 1 station is your No. 1 buy in the best market of a great state — at the lowest rate per radio family. Get all the facts — and get on WMT. Contact your KATZ AGENCY man at once!

Member of the Mid-States Group

*WMT has a GREATER population within its 2.5 MV line than any station in Iowa.

Fight on Exception Clause Pressed

Segal's Plea Expanded As WGAR-WADC Case Is Argued

FCC, sitting *en banc*, was told anew last week that it should eliminate any proviso or exception clause from its AM multiple ownership rule (Sec. 3.35).

Paul M. Segal of the Washington law firm of Segal, Smith & Hennessey, whose petition to amend the rule is pending before the Commission [BROADCASTING, Oct. 28], expanded his plea for amendment during oral argument on the WGAR Cleveland-WADC Akron case for 50 kw on 1220 kc.

In a supporting brief, Mr. Segal argued that the duopoly rule in its present form "is contrary to the policy of free competition"; is "void because of its uncertainty and is destructive of the administrative process," and is not "in accord with FM and television regulations on multiple ownership."

Philip J. Hennessey Jr., Mr. Segal's law partner, supported the amendment bid in the course of argument on FCC's proposed decision on the now-famed Ashbacker-Fetzer case, heard in the same session Wednesday. Mr. Segal appeared for WADC, in whose behalf he also filed the petition to strike the exception clause from the duopoly rule; Mr. Hennessey appeared for Ashbacker Radio Corp. (WKBZ Muskegon, Mich.).

In its proposed decision on the WGAR-WADC case the Commission had held that other factors outweigh common ownership and overlapping service of WGAR and WJR Detroit and justify a grant of WGAR's application for 50 kw on 1220 kc and denial of WADC's request for the same assignment [BROADCASTING, Oct. 14]. Similarly, FCC proposed to grant Fetzer Broadcasting Co.'s application for a new 250 w Grand Rapids station on 1230 kc (WJEF) and to deny WKBZ's bid to change to that frequency, despite overlap between WJEF and Fetzer's WKZO Kalamazoo [BROADCASTING, Sept. 23].

Network Factor

Louis G. Caldwell of the Washington firm of Kirkland, Fleming, Green, Martin & Ellis, appearing for WGAR, and Percy H. Russell Jr. of the same firm, for Fetzer Broadcasting Co., insisted that FCC's proposed decisions in the respective cases were correct and that waivers of the duopoly rule were justified by the facts.

Mr. Caldwell noted that Mr. Segal's remarks included no mention of the "Blue Book issue" on which it has been speculated that he will base a court appeal if the proposed decision is made final. One of the factors contributing to the decision favoring WGAR was that WADC planned to broadcast the entire schedule of CBS, which FCC felt would make the station a "conduit" for network programs.

Asked by Comr. C. J. Durr whether he felt the Commission should not consider the past or proposed programming of either station in deciding the case, Mr. Caldwell said his position on the Blue Book was "well known" but that if it were made a yardstick in other cases it should also be applied in the WGAR-WADC case.

Mr. Segal contended that the proviso clause leaves the multiple ownership rule "meaningless" because it says, in effect, that "public interest, convenience and necessity forbid multiple ownership unless public interest, convenience and necessity require it."

Comr. E. K. Jett took exception to his reference to the rule as "meaningless," and pointed out that Cleveland and Detroit are separate metropolitan areas and that there are other stations in Cleveland besides WGAR and others in Detroit besides WJR.

Mr. Segal said it is "more vicious" that the same owners are permitted to operate two stations in contiguous areas, asserting that thereby they secure more coverage than would be possible with a single 50 kw station.

Favors Separation

Asked by Acting Chairman Charles R. Denny Jr. whether he would require separation of ownership of WGAR and WJR even at their present power assignments, he replied, "Yes, I would—not that that's my business."

When Mr. Denny suggested that the Commission has been "more lenient" in its interpretation of the multiple ownership rule regarding instances of common ownership that existed when the rule was adopted than with "new situations," Mr. Segal suggested that greater leniency should not be granted simply because an applicant has an "investment."

"Visceral" rather than "intellectual" regulation, he added, leads

(*Continued on page 40*)

Sheaffer on CBS

W. A. SHEAFFER PEN Co., Fort Madison, Iowa, Jan. 11 starts sponsorship of *The Adventurers' Club* on full CBS network, Sat. 11:30 a. m.-12 noon. New program replaces *Give and Take* show sponsored by Chef Boy-Ar-Dee Quality Foods. Agency for Sheaffer is Russel M. Seeds Co., Chicago, while McJunkin Adv., Chicago, handles Chef Boy-Ar-Dee.

A Note on
Buying Power

Cash farm income in North and South Dakota was 22 per cent* higher during the first seven months of 1946 than in the same period of 1945, when all previous records for farm income were broken.

Tremendous Government payrolls will further swell buying power in the Dakotas, as work progresses on the giant Missouri Valley development projects—a development calculated to cost six billion dollars within the next few years.

Folks here in the Northwest are among the nation's most prosperous—and their prosperity is growing faster than in any other region of the country.

For over twenty-one years the people of the Great Northwest have been turning to KFYR for the best in service and entertainment. No other medium can reach all of them at once. No wonder, then, that more and more advertisers are turning to KFYR. There are still a few availabilities open. Any John Blair man will give you the whole story.

*Compared with a National average increase of 5%.
(Federal Reserve Bank Review—October, 1946)

KFYR Bismarck, N. D.
5000 Watts Day and Night
NBC Affiliate 550 Kilocycles

PHILADELPHIA LANDMARK

JOINS KYW'S PARADE OF PROMOTION

To untold thousands of Philadelphians, this huge Westinghouse "spectacular" — 9000 square feet of brilliant neon display at 30th and Walnut Streets — is a sight as familiar as City Hall clock.

186 feet long, it's the largest sign of its type in the country. And now, something new has been added! Illuminated letters 8 feet high.. added to celebrate National Radio Week.. now advise Philadelphians to "LISTEN TO KYW."

And they do!

They listen because hard-hitting, day-and-night promotion keeps this great station foremost in the mind of the radio audience. They listen to KYW for nationally popular NBC programs. They listen for locally famous KYW presentations.. such as the "Musical Clock," "Music from the Theatre," "Lunch Time with a Punch Line," to name a few that are way out front on Mr. Hooper's list.

If you want *results* in the Nation's third market, *listen* — to the man from NBC Spot Sales. He can tell you all about KYW's audience and availabilities.

KYW
PHILADELPHIA
50,000 WATTS
25 Years Young in 1946

Help Celebrate NATIONAL RADIO WEEK, November 24-30

Westinghouse Radio Stations Inc

WBZ WBZA KDKA WOWO KEX KYW

National Representatives, NBC Spot Sales—Except for KEX • For KEX, Paul H. Raymer Co.

G.E.'s NEW 250-WATT AM TRANSMITTER

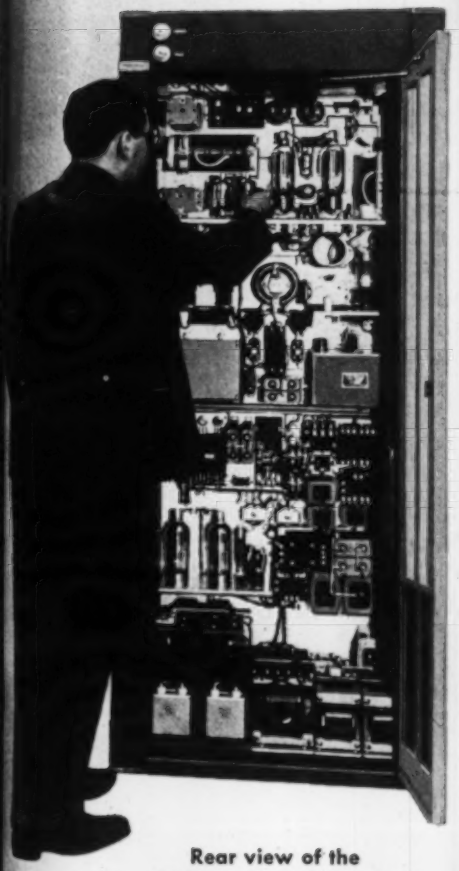
First of a complete AM line

Broadcasting's Greatest Advancement in Transmitter Economy for Local AM Stations

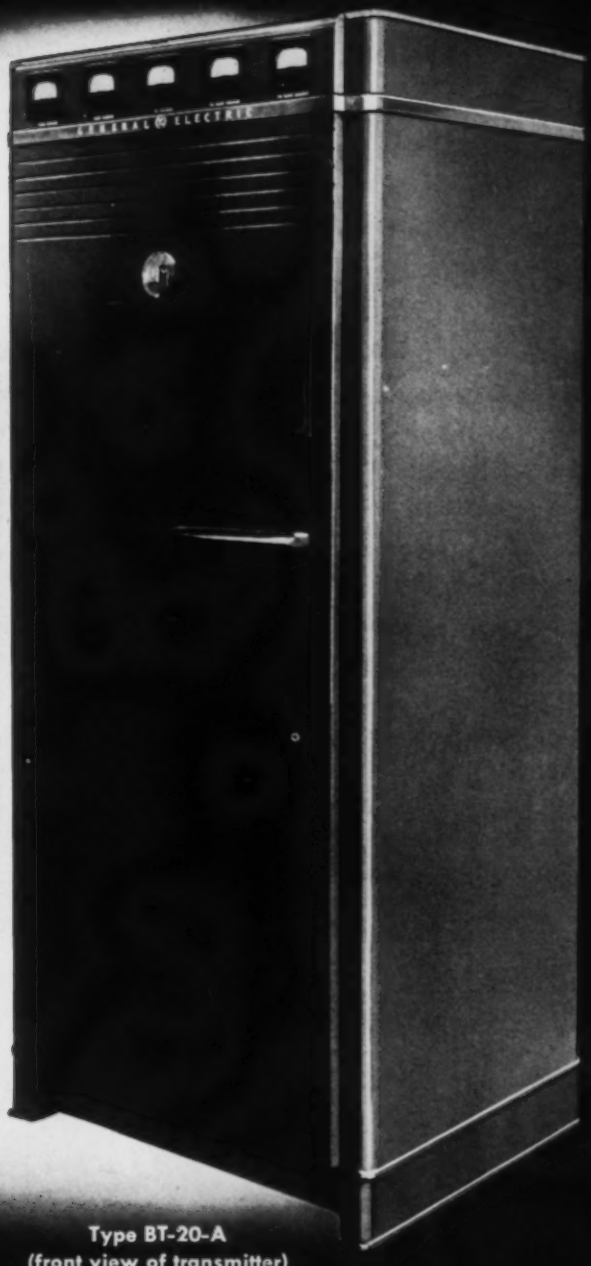
HIGHEST quality AM performance at lowest possible operating cost—these are key features of General Electric's new 250-watt AM Transmitter.

In designing the BT-20-A, G-E engineers have pooled the vast facilities of General Electric to give standard-band broadcasters an economical transmitter with every electrical and mechanical feature worth its cost. Circuits are simplified. Gadgets and tricks are eliminated. Numbers and types of tubes are reduced—yet performance of the BT-20-A matches that of high-power transmitters.

Ask your G-E broadcast sales engineer for the facts or write to the *Electronics Department, General Electric Company, Syracuse 1, N. Y.*



Rear view of the
BT-20-A with door open



Type BT-20-A
(front view of transmitter)

Look at this!

Greater Program Satisfaction

Very low distortion • Excellent frequency response • Double-ended a-f circuits with stabilized degenerative feedback • Electrical specifications fully meet all FCC *and* latest proposed RMA standards.

Greater On-the-Air Reliability

Advanced-type crystal oscillator attains new level in frequency stability • Oscillator uses duplicate temperature-controlled and hermetically-sealed crystals with instantaneous transfer switch • Ceramic coil forms in all r-f circuits • G-E vacuum capacitor tuned.

Greater Program and Personnel Protection

Modern, high-speed overload relay protection system similar to transmitters of high power • Quiet air blower reduces internal cabinet temperature • Filter eliminates trouble-causing dust • Electric door interlocks *and* mechanical grounding switches for greater personal safety.

Greater Operating Economy

Substantial savings in power bill (measured power input only 1300 watts at average program level; only 1550 watts at 100 per cent modulation) with figures that invite comparison • Forced air-cooling and clean interior cuts maintenance • Lower tube replacement costs.

Greater Accessibility

Easy-to-get-at with modified vertical chassis construction • Full-length doors, front and rear • Completely self-contained with power supply and antenna matching network and harmonic filter • Compact space-saving design; only 75" high, 30" wide, and 25" deep.

Greater Beauty

Styled to fit every modern station • Brushed stainless steel trim • Baked synthetic enamel with beautiful opalescent pattern effect.

Greater Investment Value

Low initial cost • Low operating cost • Low obsolescence factor.

STUDIO AND STATION EQUIPMENT • TRANSMITTERS • ANTENNAS • ELECTRONIC TUBES • HOME RECEIVERS

GENERAL ELECTRIC

160-E11-6914

Segal Plea

(*Continued from page 36*)

to unjust results. He submitted a summary of previous FCC actions on cases in which overlapping service of commonly owned stations was involved (see story this issue).

In the Ashbacker-Fetzer case, Mr. Hennessey argued that "both cardinal requirements" of the duopoly rule exist in connection with the Fetzer application—common ownership of two stations and overlap of service between the two—and that therefore the application for the second station should be denied.

To the proposed decision's finding that more equitable distribution of radio service would result from a grant to Fetzer, he replied that nevertheless, under the proposal, "Muskegon remains a one-station city, while Grand Rapids becomes a three-station city." A grant to Ashbacker to change the frequency of WKBZ, he said, would vacate WKBZ's present assignment (1490 kc) and permit its use by a new station.

The Ashbacker-Fetzer case originally went to the Supreme Court, where Segal, Smith & Hennessey won a decision finding that FCC erred in granting the Fetzer application and simultaneously setting Ashbacker's for hearing. A consolidated hearing was held last April.

In support of the proposed decision, Mr. Russell maintained that no overlap exists between WJEF and WKZO at night, that WJEF has "no listenable signal" in Kalamazoo either day or night, and that Grand Rapids listeners must "shop around" to get satisfactory reception of CBS programs except from WJEF.

CKOV Kelowna, B. C., now is publishing its four page news magazine "The Okanagan Broadcaster" on a monthly basis.

FROM SOUTH AFRICA came Miss Hermien Dommisse, shown conferring with Davidson Taylor, CBS vice president and director of programs. Active in radio and newspaper work in Capetown and Johannesburg, Miss Dommisse was sent to this country by South African government to study U. S. radio methods.

Jack Benny Takes Over Hooper Lead

Comedian Is Followed by Hope And Charlie McCarthy

JACK BENNY jumped to first place from last report's ninth position among the first 15 evening programs listed in the Nov. 15 Program Hooperatings Report released last week, with *Bob Hope* second and *Charlie McCarthy* third.

Average evening sets-in-use reported were 31.9, up 2.2 from last report, up 2.5 from a year ago. The average evening rating was 10.2, up 0.4 from last report and up 0.8 from a year ago.

Average available homes were 79.7, up 1.0 from last report and up 1.4 from the same period last year.

The current total sponsored hour index was 71¼ as compared with 69¼ last report, 82 a year ago.

The first 15 evening programs as listed were: *Jack Benny* 27.2, *Bob Hope* 26.7, *Charlie McCarthy Show* 25.5, *Fred Allen* 25.2, *Fibber McGee & Molly* 24.7, *Red Skelton* 24.1, *Radio Theatre* 21.9, *Amos 'n' Andy* 21.1, *Walter Winchell* 20.8, *Mr. District Attorney* 20.3, *Screen Guild Players* 19.7, *Bandwagon* 19.2, *Great Gildersleeve* 16.1, *Judy Canova* 16.5, *Fannie Brice* 16.1.

Right to Happiness led the list of the top 10 weekday programs in the Nov. 15 report with *When a Girl Marries* in second place and *Aunt Jenny* in third.

Day Sets in Use

Average daytime sets-in-use reported were 15.7, down 0.3 from last report, down 0.7 from a year ago. Average daytime rating was 4.5, up 0.4 from last report, up 0.1 from last year.

Average available homes were 68.9, down 1.3 from last report, down 3.5 from a year ago.

The current total sponsored hour index was 85¾, as compared with 83½ last report and 89 a year ago.

The top 10 weekday programs listed were: *Right to Happiness* 7.7, *When a Girl Marries* 7.4, *Aunt Jenny* 6.9, *Stella Dallas* 6.8, *Ma Perkins* (CBS) 6.8, *Lorenzo Jones* 6.6, *Young Widder Brown* 6.6, *Romance of Helen Trent* 6.6, *Breakfast in Hollywood* (Kellogg) 6.5, *Pepper Young's Family* 6.4, *Portia Faces Life* 6.4.

FCC Air Delegate

DEPARTING from its usual "men only" custom, FCC last week sent Miss Anne Richmond, chief of the Aviation Unit, Commercial License Section, as one of its representatives at the National Air Show, held in Cleveland Nov. 15-24. Armed with the Aviation Unit's new streamlined application forms, she went prepared to issue licenses on the spot. Marshall Orr was FCC's Legal Department representative at the show.

Another WLAP Promotional Award!

3rd annual awards

For Outstanding Audience Promotion on
American Broadcasting Company Programs

This award is made to

WLAP

presented by the American Broadcasting Company and based on a poll of Advertising Agency Account Executives

Dated the 15th day of October Nineteen Hundred and Forty-Six at Radio City, New York

Edward Pearson
CHAIRMAN OF THE BOARD

Mark Woods
PRESIDENT

Thanks!... ... and may we add a pledge of continued year-round promotional efforts on even a greater scale.

Nunn Stations: WLAP, Lexington, Ky.; WMOB, Mobile, Ala.; KFDA, Amarillo, Tex.; WBIR, Knoxville, Tenn.; WCMI, Ashland, Ky.-Huntington, W. Va.

WLAP
A NUNN STATION

ABC For The Bluegrass

MILLER WELCH, Manager
Lexington, Ky.

REPRESENTED NATIONALLY BY THE JOHN E. PEARSON CO.

Public Service....

is as much a duty of a medium that enjoys community confidence as it is of the community itself. In Detroit, radio station WWJ, first radio station in the nation, has consistently been foremost in public services. Just recently a national magazine specially-cited two WWJ-sponsored public service programs for their part in curbing Detroit's traffic accidents. It is this interest in the community's welfare that has made WWJ a respected influence in Detroit, with the resultant benefit to its advertisers.

AMERICA'S PIONEER BROADCASTING STATION—*First in Detroit*

National Representatives: THE GEORGE P. HOLLINGBERY COMPANY

WWJ

950 KILOCYCLES
5000 WATTS

NBC Basic Network
Associate FM Station WENA

OWNED AND OPERATED BY THE DETROIT NEWS

Dr. George W. Crane

Take a noted psychologist, popular columnist, lecturer, author and teacher . . . add a pleasing personality and smooth radio delivery . . . and you have an absorbing 15 minute show that appeals to all kinds of people.

Dr. Crane is an accepted authority in his field. He holds five earned college degrees and belongs to the American Medical Association and American Psychological Association. His newspaper columns are read daily by millions.

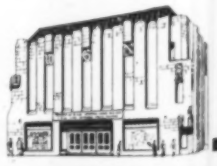
The program is heard Monday thru Friday at 11:45 a. m. over WGN. It has a ready-made audience and a strong public interest appeal. It is now available for sponsorship* in the nation's second market.

*Subject to prior sale

A Clear Channel Station . . . . . Serving the Middle West

WGN

CHICAGO 11
ILLINOIS
50,000 Watts
720
On Your Dial



MUTUAL BROADCASTING SYSTEM

Eastern Sales Office: 220 East 42nd Street, New York 17, N. Y.
West Coast Representatives: Keenan and Eickelberg
235 Montgomery St., San Francisco 4 • 411 W. Fifth St., Los Angeles 13

TWENTY-SIXTH anniversary of broadcasting and National Radio Week brought nostalgic memories to these three Westinghouse employes as they examined shovel used in breaking ground for first transmitter poles of KDKA Pittsburgh. Shovel bears autograph of Dr. Frank Conrad, from whose 8XK, of 1916 vintage, KDKA evolved. Westinghouse old-timers (l to r): C. E. Bickerton, technician, present at KDKA's Nov. 2, 1920, election broadcast; G. Dare Fleck, who began checking KDKA programs a month after the inaugural; E. B. Landon, technician, who joined KDKA in February 1921.

FM Pioneers in South Cited; Essex Traces WMIT's Growth

EDITOR, BROADCASTING:

Like A. J. Fletcher of Raleigh, whose letter appeared on page 28 of the Nov. 11 issue of BROADCASTING, I noticed that picture in the Oct. 28 issue, showing Messrs. Peace and Whitmire of WFBC in Greenville, S. C., signing a contract for an FM transmitter, and questioned (to myself) the correctness of the statement in the caption that it was contract for the purchase of the "first 50 kw transmitter in the South."

Since it is evident by your publication of both the photo and the letter that you believe your readers are somewhat interested in the history of FM in the South, it occurs to me that a little additional information may serve to fill in some gaps.

First in South

"First on the air in the South" honors probably belong either to WSM-FM in Nashville or WBRL in Baton Rouge—I'm not sure which. According to my information, WSM-FM began broadcasting on March 1, 1941. I don't have a date on WBRL, but they got going along in those early days, also. [Editor's Note: FCC records show that WBRL's license to cover construction permit was issued Nov. 18, 1942. Station had been on program tests.]

On July 25, 1941, Gordon Gray, owner and operator of WMIT, Mt. Mitchell, "Pioneer FM Station of the Southeast," signed a contract with the General Electric Co. for a 50 kw FM transmitter for that station (then designated as W41MM). Construction of the transmitter plant was begun the following month. On June 1, 1942, the station went on the air with 3 kw temporary reduced power, thus making use of all of the transmitting equipment the manufacturer had been able to deliver up to that time.

The 50 kw amplifier was completed at the factory shortly thereafter, but with a war in full swing, the government decided that all such equipment should be held for possible use by the armed forces. So it was warehoused in Schenectady, until June 1944, when the Navy took it over and shipped it to North Africa, where it was used in jamming radio equipment used by German bombers.

Following the war, and the reallocation of FM frequencies by the Commission, moving WMIT from 44.1 to 97.3 mc, Mr. Gray's contract with GE was revised to cover a complete new 50 kw transmitter, which will provide the 200,000 watts e.r.p. now authorized for the station. Meantime, while awaiting delivery of this new equipment by GE, an interim operation on the high band was begun on March 1, 1946, using a 1 kw convertor purchased from REL. Thus, since March 1 of this year WMIT has been on the air on both 44.1 and 97.3 mc.

The transmitter of WMIT is located on a mountain top, a mile and a quarter above sea level, in order that the station might serve a greater area, rural and urban, than would be possible by locating it "in or near any city or town of this state." And that area covers a good portion of six other states, in addition to this one.

During four years of FMing, we of WMIT haven't found time to sit down at all. So far as we are concerned, both the front and back seats are open. Gentlemen, be seated!

HAROLD ESSEX,
Managing Director,
WMIT, WSJS,
Winston Salem, N. C.
Nov. 18, 1946.

beyond any ?

There is nothing more reassuring to a time buyer than the realization that he has bought the right station in a desired market.

NBC top shows, 5000 watts power day and night, and 790 kilocycles assure WMC as the first station in Memphis, beyond any doubt. *

* *For years, Hooper reports have verified the above statement.*

—the station with the billion dollar market area

WMC

★ MEMPHIS • NBC • 5000 WATTS
DAY AND NIGHT

OWNED AND OPERATED BY THE COMMERCIAL APPEAL
NATIONAL REPRESENTATIVES, THE BRANHAM CO.
MEMPHIS' *DOMINANT* RADIO STATION

"WHEN IT'S MEMPHIS YOU WANT, IT'S WMC YOU NEED!"

GETTING NOWHERE in this handies game at the Kansas City American Royal livestock show are (l to r) Earl Eby, Edgar Bergen's personal manager; Karl Koerper, vice president and managing director of KMBC; and Mr. Bergen. KMBC originated a number of programs from the fair grounds.

TO PROMOTE closer executive familiarity with RCA and NBC installations in New York area, inspection tours are being made by 70 NBC executives.

Fred Jones Group Asks FCC to Rescind Grant to KMBC for New Kansas Station

FRED JONES and associates in Fred Jones Radiocasting & Television Co. petitioned FCC last week to set aside its grant to KMBC Kansas City for a new station at Concordia, Kan., claiming they filed a mutually exclusive application earlier in the afternoon the day the Concordia grant was made.

The petition said the Fred Jones company filed its request for a new Oklahoma City station on 550 kc with 5 kw day and 1 kw night "about mid-afternoon of Oct. 31, 1946," and added:

"Petitioners are advised and believe that, late in the afternoon of Oct. 31, 1946, after their said application had been received by the Commission, the said application of the Midland Broadcasting Co. [KMBC] was granted by the Commission without a hearing and without regard to the mutually exclusive application of petitioners."

The KMBC grant was for a 5 kw daytime station on 550 kc at Concordia, to be programmed primarily from the KMBC studios in Kansas City approximately 170 miles away [BROADCASTING, Nov. 4]. The Fred Jones petition characterized the station as "sort of a 'booster,' although utilizing a different frequency."

Filed by Lovett

The petition, filed by Eliot C. Lovett, Washington counsel for the Fred Jones company, contended that the KMBC application "was accorded action ahead of many applications which were filed prior thereto and which were, apparently, of comparable complexity. However, in Public Notice . . . dated Oct. 18, 1946, showing the progress which various applications had made in the Commission's 'production lines,' the Midland application was No. 64 among those listed in 'Attachment C' — 'Engineering Study Completed, Awaiting Study by Other Departments.'"

Asking that the KMBC grant be set aside and the application designated for consolidated hearing with theirs, the Fred Jones group said they will be able to show that their proposed operation will be more in the public interest than the Concordia operation.

The petition said the Fred Jones application had been in process of preparation since before Aug. 15. It carried an affidavit of George E. Gautney, Washington consulting radio engineer, asserting that the two applications are mutually exclusive.

Associates of Mr. Jones in the Oklahoma City firm are C. A. Vose, Streeter B. Flynn, and Dan W. James. Mr. Jones and his wife own KFMJ, new station at Tulsa, and have a grant for an FM affiliate.

50 KW on 680 KC

Direct to The Heart of Texas

The largest daytime coverage of any Texas Radio Station

50,000 WATTS
Day
10,000 WATTS
Night

Kabc
SAN ANTONIO

GENE L. CAGLE
President
CHARLES W. BALTHROPE
Station Manager

Represented Nationally by WEED & COMPANY

AMERICAN BROADCASTING CO. — TEXAS STATE NETWORK

CENSORSHIP BY ARMY IN JAPAN IS CLAIMED

REPORTED apprehension among foreign correspondents in Tokyo about their status in a country under military occupation resulted Nov. 14 in a plan for united action against "repeated efforts by high American Army officers to restrict news coverage in Japan."

Bill Costello, chief of CBS' Far Eastern Bureau, cabled his network that "newspapermen and women representing seven countries voted 38 to 9 to authorize the Executive Committee of the Tokyo Correspondents club to act as guardians of press freedom."

Gayn Summoned

The action was taken after Mark Gayn of *The Chicago Sun* was summoned to General Headquarters last month and ordered to disclose the source of information in an article he had written. He was told by Army authorities that he could not inform publishers of the matter or obtain legal counsel, Mr. Costello reported. Less than an hour after a delegation of Tokyo foreign correspondents protested the action the matter was dropped, and Gayn was told that he would not be required to testify, the CBS correspondent said.

The resolution demanding united action "to protect press rights in Japan" was introduced by Mr. Costello, who, in a broadcast Oct. 18, reported "an invisible veil of censorship is being drawn between allied occupation and public at home." The measure was supported by correspondents representing British, Australian, New Zealand, Russian, French and Chinese press bureaus as well as by almost all American agencies, Mr. Costello said.

BUY WAKR AKRON

First in Listeners!

TOTAL RATED PERIODS

HOOPER STATION LISTENING INDEX

AKRON — DECEMBER, 1945 THROUGH APRIL, 1946

MORNING INDEX • 8 TO 12 NOON, MONDAY THROUGH FRIDAY

WAKR	STATION "A"	STATION "B"	STATION "C"	OTHER STATIONS
55.8	20.1	3.6	★15.4	★5.1

AFTERNOON INDEX • 12 TO 6 P. M., MONDAY THROUGH FRIDAY

WAKR	STATION "A"	STATION "B"	STATION "C"	OTHER STATIONS
39.5	21.0	6.9	★25.9	★6.7

SUNDAY AFTERNOON INDEX • 12 NOON TO 6 P. M.

WAKR	STATION "A"	STATION "B"	STATION "C"	OTHER STATIONS
31.1	22.6	9.1	★25.3	★11.9

EVENING INDEX 6 P. M. TO 10 P. M., SUNDAY THROUGH SATURDAY

WAKR	STATION "A"	STATION "B"	STATION "C"	OTHER STATIONS
21.2	37.5	4.3	★35.3	★3.5

TOTAL RATED TIME PERIODS

WAKR	STATION "A"	STATION "B"	STATION "C"	OTHER STATIONS
33.6	28.5	5.5	★28.2	★5.2

★Stations Located Outside of Akron

TOPS IN RADIO

Copyrighted 1946 WAKR

ABC NETWORK

5000 WATTS
Day and Night

★

WEED AND CO.
National Representatives

IMN Revenues Up 300%, Meyer Tells Network Group at Salt Lake Session

INCREASE of 300% in Intermountain Network revenues is a healthy sign of greater industrialization of the four-states area served by IMN, Lynn L. Meyer, sales manager of the network, told 40 representatives of IMN affiliates assembled in Salt Lake City Nov. 14, 15 and 16 [BROADCASTING, Nov. 18]. Mr. Meyer pointed out that the area served by IMN—Utah, Idaho, Wyoming and Montana—is attracting many new industries, including U. S. Steel.

Meanwhile, George C. Hatch, IMN general manager, announced that increased emphasis is to be placed on public service programs, with special efforts to extend IMN's listener interest in rural areas.

Ever-improving MBS service for IMN stations was pledged by Carl Haverlin, who addressed the regional network representatives at luncheon Nov. 15. Mr. Haverlin stressed the MBS policy of providing local programs for the local market. "The public likes its radio programs slanted for local interest, just as they want local and regional interest in their newspapers—above national and international news," he said.

Both Mr. Haverlin and Jim Mahoney, MBS Western Division station relations chief, expressed satisfaction over the opportunity to meet with owners and managers of the full IMN group. "We're extremely hopeful that similar regional gatherings can be arranged at strategic geographical spots throughout the nation," Mr. Mahoney said. "They are of inestimable value to network representatives who must gain an ever-closer understanding of station problems at the grass roots."

The IMN sessions were held at the KALL studios, the Hotel Utah and Salt Lake *Tribune-Telegram*. Separate meetings of members of IMN's Utah, Western Idaho, Eastern Idaho, Wyoming and Montana affiliates were followed by joint sessions highlighted by an inspection tour of new IMN news broadcast facilities in the *Tribune-Telegram* building.

IMN's meeting was one of the first major radio gatherings ever held in Salt Lake City. Representatives of IMN affiliates in attendance were:

Reed Bullen, KVNU Logan, George Morgan, KLO Ogden, Jack Richards, KOAL Price, Alvin Pack, KALL Salt Lake, and Cliff Talboe, KOVO, Provo, all in Utah; Frank Hunt, KFXD Boise-Nampa, Charles Crabtree, KVMV Twin Falls, Calvin Hale and Frank Bistline, KEYY Pocatello, Joe Gesas and Norris Gesas, Idaho Falls Broadcasting Corp., and Arch Madsen and Cecil Hart, KID Idaho Falls, all of the Idaho group; Harold McCracken, KVRS Rock Springs, Donald Hathaway, KDFN Casper, Jim Carroll, KWYO Sheridan, and A. J. Meyer, KPOW Powell, all in Wyoming, and Don Tannehill, KJRF Miles City, and Franz Robischon, KBMY Billings, representing Montana.

Champion Potato

TOM MURRAY, farm service director of WHAM Rochester, N. Y., now possesses a huge 4 lb. 12 oz. Sequoia potato. It all started when he read on the air of Maine's challenge to Idaho with a potato weighing 4 lb. 5 oz. The Sequoia potato was sent to Mr. Murray by Edward Krenzer, Honeoye Falls, N. Y., on whose farm it was grown, and Harlan Moffett, in whose store it was weighed. It measures 22 inches by 17.

New Manager and News Editor Named at WJBW

APPOINTMENT of Cy Newman as general manager of WJBW New Orleans has been announced by Charles C. Carlson, owner of the station. Mr. Carlson will act in an advisory capacity. Before joining the sales staff of WJBW last June Mr. Newman managed WSSV Petersburg, Va. Mr. Carlson, who formerly was chief engineer at his station, has taken on the title of consulting engineer and Karl G. Seibold has been promoted from chief operator to chief engineer.

Other staff changes have been announced at WJBW as follows: Jeff Hug, announcer, becomes news editor; Pat Shannon, who returned to the station in July after serving in the Merchant Marine, becomes assistant commercial manager; added to the announcing staff are Reid Upton, formerly with WSPA Spartanburg, S. C., WFBC Greenville, S. C., and WLAT Conwoy, S. C., Bill Thomas, formerly with WDAK Columbus, Ga., KNOE Monroe, La., and WDSU and WNOE New Orleans, Larry Bradford, formerly at WSMB New Orleans, and Vernon Beaudine, an ex-GI new to radio.

Seeks Union Council

THE executive council of the New York local of Radio Directors Guild is setting up a council of radio unions to discuss mutual problems, similar to the council formed recently on the West Coast. Unions so far asked to join the council are AFRA, RWG, IBEW, NABET, AFM.

WSBT MAKES FRIENDS
EVERYWHERE IT GOES

WSBT is popular throughout its *entire* coverage area. Consistent mail response comes from listeners in *every* WSBT county. Current mail—addressed to 45 programs—is received from 33 counties and 101 towns. Wherever WSBT reaches, people listen faithfully, write consistently.

WSBT
SOUTH BEND

960 KILOCYCLES
1000 WATTS
COLUMBIA NETWORK

PAUL H. RAYMER COMPANY • NATIONAL REPRESENTATIVES

FIFTY THOUSAND WATTS

OF *Selling*

ANALYZED IN

WRVA Listener Diary Study

• • • The study presents a complete analysis of listening habits in twenty counties. When they listen . . . what they hear . . . audience flow . . . audience composition in terms of men, women, children and adolescents. The how and why of WRVA dominance are clearly documented.

The study is available through any office of the Paul H. Raymer Company.

WRVA - Richmond, Virginia

WTAG

Attracts All Youngsters

. . . Tots To Teen Agers

WTAG has done something about children's programs. There are six of them now locally produced by WTAG from "Fairy Tale Time", (one of the oldest, but for the youngest) to "Time for Teens", a show by and for Teen Agers. In between, right through the week, come "Happiness Unlimited" — the happy hunting ground for "kid" talent, "Mark My Word" — the Junior Town Meeting idea, "Safety Club" — with 5000 members all safety minded and backed by their elders' civic clubs far and near, and "Make Friends with Music" — a musical educational program which blossoms out with full scale concerts in Worcester's Little Theatre. CBS American School of the Air fills another niche. WTAG recognizes tomorrow's listeners as the audience of today. It is leadership of this kind that makes WTAG the greatest radio selling force in Central New England. No wonder more people listen to WTAG than to all other stations heard in the area combined.

WTAG
PAUL H RAYMER CO.
National Sales Representatives
BASIC CBS
WTAG-FM
WORCESTER
580 KC
5000 WATTS
AFFILIATED WITH THE WORCESTER TELEGRAM-GAZETTE

INAUGURAL CELEBRATION of *Kentucky on the March*, a progressive program sponsored by the Committee for Kentucky, was participated in by 15 Kentucky broadcasters with educational, industrial, civic and labor groups, meeting in Louisville on Armistice Day. Program is to be broadcast throughout the state. Attending were (front row, l to r): Dorcas Ruthenburg, Dick Fischer, WHAS Louisville; Dewey Long, WKLX Lexington; Miller Welch, WLAP Lexington; Harry McTigue, WINN Louisville. Standing: Hecht Lackey, WSON Henderson; Elmer Sulzer, radio director, U. of Kentucky; J. Bertram Harmon, J. Porter Smith, WGRC, Louisville; C. H. "Red" Fleming, WFKY Frankfort; Harry Callaway, WHAS Louisville; Pruitt Lackey, representing Lackey stations, WPAD WHOP WKTM WSON WCIF.

ASCAP Wins 9-Year West Coast Fight

Copyright Privileges Upheld; Licenses to Be Issued

ARMED with a Washington Circuit Court order upholding its copyright privileges, ASCAP last week announced it would issue licenses to Washington hotels, taverns and theaters which for the past nine years have refused to pay fees for ASCAP music.

The court order, returned by Judge J. F. Wright, climaxed a two-year legal procedure. In 1944, ASCAP filed suit for a declaratory judgment to affirm its compliance with a Washington state law of 1937 which regulates public performance of music for profit. The suit was filed after hotels, taverns and theaters had refused payments to ASCAP on the grounds that ASCAP was not complying with the 1937 law.

Radio broadcasters in Washington did not figure in the litigation; all have been paying ASCAP fees.

Speculation that ASCAP might attempt to collect retroactive fees from the hotels, taverns and theaters for the period of the litigation was characterized as uninformed by a Society spokesman in New York. This spokesman said that ASCAP's major concern, now that it had a court order in its favor, would be the issuing of licenses to establishments using music for profit to insure the collection of fees in the future.

The 1937 Washington state law insists that ASCAP and other groups which hold copyrights file with the state a list of all copyrights which they control. The hotels, taverns and theaters had alleged that ASCAP had failed to provide the necessary documents. It was to obtain a court acknowledgement that it had filed proper notifications that ASCAP instigated the suit.

CROSBY AND SPONSOR ARGUE ON MUSIC FEE

THE PHILCO Corp. and its $30,000 per week star attraction, Bing Crosby, last week were still arguing over which ought to pay the royalty fees, amounting to from $1,000 to $1,200 per week, for music used on Mr. Crosby's transcribed programs.

Philco insists that the fees ought to be included in the Crosby package, which is reported to be costing $30,000 per week. Since musical fees were not mentioned specifically in the Philco-Crosby contract, however, it was said, Mr. Crosby believes that Philco ought to pay.

The fee for every popular tune played on a transcribed show is 25 cents per broadcast per station, and for every show tune (music taken from a legitimate show or movie) 50 cents per broadcast per station. Mr. Crosby is heard on ABC stations and 200 others throughout the country. Eight to 10 tunes are played on each of his shows in addition to opening and closing themes. Thus the approximate weekly royalty fee totals between $1,000 and $1,200.

FOLLOW THE LEADER!

The *three largest* buyers of program time in Washington, D. C., nation's 7th-largest city, are ALL on WOL— *two on WOL exclusively!*

A COWLES STATION **WOL**

THE NEW Gates CB-10 TRANSCRIPTION ☆ TURNTABLE...

Featuring

INTEGRAL GAIN CONTROL

...affords a Perfected Playback Technique

Because it's new—in engineering, in simplicity and in ease of operation, the CB-10 excells all others in playback technique—timing, clarity in reproduction plus adaptability—it need not be confined to the control room—you use it anywhere!

Operating controls at your finger tips on the conveniently arranged CB-10 Front Panel.

SELF-CONTAINED PRE-AMPLIFICATION

VERTICAL-LATERAL REPRODUCER

for Modern Professional Operation Meeting Present-Day Demands of "Tight" Schedules and Split-Second Timing..

Embodying integral gain control, self-contained, 3-stage preamplification, power supply, mixer attenuator and filter control, right on the Control Panel, the GATES CB-10 is a master Turntable—the answer to the demands of the modern broadcasting station. Affording five different frequency response curves selected by the filter switch, a high level performing Reproducer Unit, and compactness, the CB-10 will bring your station up-to-the-minute in efficiency and studio technique. The chassis also is superior throughout in construction and materials, and the whole unit adds distinction in appearance as well as in performance, to any station.

CONDENSED SPECIFICATIONS

SPEED ACCURACY—4% over extended periods of time. Within one revolution accuracy is better than .2%.

TURNTABLE DIAMETER—17 inches.

OVERALL DIMENSIONS—22 in. wide, by 26 in. deep by approximately 36 in. high. Packed for export, 25 cu. ft.

WEIGHT—Gross, approximately 215 lbs. Net 165 lbs. Packed for export, 285 lbs.

POWER REQUIREMENTS—Approximately 150 watts from 115 volts, 60 cycles source. Other voltages and frequencies available.

COLOR and FINISH—Cabinet is flat two-tone grey enamel. Turntable assembly finished in grey wrinkle enamel with green felt topping on platter.

MOTOR SPECIFICATIONS—1/75 HP. Continuous duty type. Very quiet and stable in operation.

WRITE FOR COMPLETE SPECIFICATIONS

NEW YORK OFFICE: 9th Floor • 40 Exchange Place

GATES RADIO CO. QUINCY, ILLINOIS

SOLD IN CANADA BY: Canadian Marconi Co., Ltd., Montreal

EXCLUSIVE MANUFACTURERS OF RADIO TRANSMITTING EQUIPMENT... SINCE 1922

Program Tests Started at WICY Malone, N. Y.

WICY Malone, N. Y., began program tests Nov. 4. Owned by North Country Broadcasting Co., WICY is 250 w AM station operating independently on 1490 kc with full-time license. Studios and transmitter are in a re-converted home on the outskirts of Malone.

Mitchell C. Tackley, formerly a major in the Army assigned to War Department Bureau of Public Relations, and later in the State Department, is WICY production manager. Ralph M. Cardinal, of Malone, business man and ex-Army officer, is commercial manager, and Daniel W. Casey, formerly a captain in the radio branch of the War Department's public relations division, program director. Most other staff members are veterans. Charles Walker, formerly of WMSA Massena, N. Y., is chief engineer.

Bing Crosby Selected Captain Of Cleveland's 'Radio Eleven'

BING CROSBY again has been named captain of the *Cleveland Plain Dealer's* All-America Radio Eleven in the newspaper's 1946-47 Readers' Radio Poll. The crooner polled a three-to-one vote over his nearest rival, Bob Hope.

The poll was conducted in Cleveland and 91 other cities and towns in Ohio, New York and Pennsylvania, under direction of Robert S. Stephan, radio editor.

Besides Crosby and Hope, members of the All-America Radio Eleven are: Fred Allen (NBC); Arthur Godfrey (CBS); Edgar Bergen (NBC); Fred Waring (NBC); Kate Smith (CBS); Don McNeill (ABC); Red Skelton (NBC); Fibber McGee (NBC); Art Linkletter (NBC).

Other poll results were announced as follows:

FIRST 15 PROGRAMS—Fibber McGee-Molly (NBC); Fred Waring (NBC); Radio Theater (CBS); Metropolitan Opera (ABC); Information Please (CBS); Bing Crosby (ABC); Theater Guild (CBS); New York Philharmonic (CBS); One Man's Family (NBC); Fred Allen (NBC); Bob Hope (NBC); Firestone Hour (NBC); America's Town Meeting (ABC); NBC Symphony (NBC); Telephone Hour (NBC).

NEWS—Lowell Thomas (NBC) dominated field.

NEWS (commentators)—Fulton Lewis (MBS); Drew Pearson (ABC); Walter Winchell (ABC); Gabriel Heatter (MBS); Richard Harkness (NBC); Baukage (ABC); H. V. Kaltenborn (NBC).

COMEDIANS—Bob Hope (NBC); Fred Allen (NBC); Red Skelton (NBC); Fibber McGee (NBC); Jack Benny (NBC); Henry Morgan (ABC); Charlie (Bergen) McCarthy (NBC); Great (Hal Peary) Gildersleeve (NBC); Jimmy Durante (CBS).

VARIETY—Fred Allen (NBC); Fibber McGee-Molly (NBC); Charlie McCarthy (NBC); Jack Benny (NBC); Bob Hope (NBC); Bing Crosby (ABC); Fred Waring (NBC); Breakfast Club (ABC); Ozzie and Harriet (CBS); Kate Smith (CBS); Duffy's Tavern (NBC).

DRAMA—Radio Theater (CBS); Theater Guild (ABC); Cavalcade of America (NBC); Mr. District Attorney (NBC); Mayor of the Town (CBS); Suspense (CBS); Screen Guild (CBS); One Man's Family (NBC), only serial with large following.

COMEDIENNES—Joan Davis (CBS); Gracie Allen (NBC); Molly McGee (NBC); Judy Canova (NBC); Fanny Brice (CBS); Vera Vague (NBC); Eve Arden (NBC).

SYMPHONIC—NBC Symphony (NBC); New York Philharmonic (CBS); Cleveland Orchestra (MBS); Boston Symphony (ABC).

MIDDLE MUSIC—Phil Spitalny Electric Hour (CBS); Telephone Hour (NBC); Firestone Hour (NBC); Family Hour (CBS); Fred Waring (NBC); American Album of Familiar Music (NBC); Harvest of Stars with James Melton (NBC).

DANCE BANDS — Guy Lombardo (MBS) dominated field, Sammy Kaye (ABC); Fred Waring (NBC); Harry James (MBS); Vaughn Monroe (CBS); Xavier Cugat (MBS).

MALE SINGERS (classical)—James Melton (NBC); Christopher Lynch (NBC); John Charles Thomas and Nelson Eddy drew many votes but are not on air this season.

MALE SINGERS (popular)—Bing Crosby (ABC, transcribed) dominated field; Perry Como (NBC); Frank Sinatra (CBS); Dennis Day (NBC); Dick Haymes (CBS).

FEMALE SINGERS (classical)—Lily Pons (no regular program); Patrice Munsel (CBS); Eleanor Steber (NBC).

FEMALE SINGERS (popular)—Dinah Shore (CBS); Kate Smith (CBS); Ginny Sims (CBS); Jo Stafford (NBC).

QUIZ SHOWS—Information Please (CBS); Dr. I. Q. (NBC); Phil Baker (CBS); Quiz Kids (NBC); Truth or Consequences (NBC).

EDUCATIONAL — American Town Meeting (ABC); U. of Chicago Round Table (NBC); Information Please (CBS); Exploring the Unknown (MBS); Cavalcade of America (NBC); Cleveland City Club Forum (WGAR, local).

you have
"a Date with Music"
Another CHARLES MICHELSON STAR SHOW
130 Quarter-hour Musical Programs
... each bubbling over with captivating, all-time favorite hit tunes ... each star-studded with top ranking network artists,
featuring Phil Brito, romantic tenor
with SAMMY LINER, pianist extraordinary of the Kostelanetz Orchestra, DOC WHIPPLE, master of the organ, ALLYN EDWARDS, emcee ... names that spell bigtime radio entertainment for everyone ... now being broadcast successfully for advertisers over 53 stations throughout the country.
Pioneer Program Producers Since 1934
WIRE • PHONE • WRITE
CHARLES MICHELSON INC.
67 WEST 44th STREET, NEW YORK 18 • PHONE: MURRAY HILL 2-3376-5168

NAB GROUP TO STUDY PROMOTION PROGRAM

EIGHT-POINT industrywide promotion program will be taken up today (Nov. 25) by the new NAB Sales Managers Subcommittee on Sales Promotion, meeting at 10 a. m. in the BMB Board Room, New York. Chairman of the subcommittee is John M. Outler Jr., WSB Atlanta, with Hugh M. P. Higgins, NAB assistant director of Broadcast Advertising, as secretary.

Proposals to come before the subcommittee include: Increasing the sale of extra home radio sets; preparation and distribution of prepared speeches for membership use; means to increase station tune-in; pre-tested ideas for station promotion; industrywide promotion projects for all stations, networks and representatives; greater radio emphasis by national advertisers; cooperation of stations in communities; recording and publicizing individual station performance in public interest.

Members of the new subcommittee, appointed a few days ago, besides Chairman Outler are: Joseph Creamer, WOR New York; Louis Hausman, CBS New York; John Carl Jeffrey, WKMO Kokomo, Ind.; Eugene Katz, Katz Agency, New York; Edward P. J. Shurick, KMBC Kansas City.

Safety Discussions

SERIES of roundtable safety discussions have been started by WHBC Canton, Ohio, with junior school police and deputy sheriffs appearing on program. Schools have set up merit system with a guest appearance on program as an award. Show is heard Sat. 12:15 p.m. Participants are presented certificates of merit and are guests of WHBC at luncheon following broadcast.

SPORTSCASTING SUPREMACY

The Los Angeles area boasts that it is fast becoming the sports center of the nation. Big-time football, hockey, baseball, basketball, boxing ... all serve to make Southern Californians the most sports-minded radio fans in the country. And KLAC has kept pace ... and even outpaced ... the terrific sports expansion that has developed here since the war. A perfectly-balanced sportscasting staff has new thousands daily dialing KLAC-ward.

KLAC Sports Schedule

FOOTBALL—Los Angeles "Dons", All-America league; announcer, Jack Drees.

ICE HOCKEY—Hollywood & Los Angeles, Pacific Coast league; announcer, Bill Welsh.

BASEBALL—Hollywood & Los Angeles, Pacific Coast league; announcer, Fred Haney.

BASKETBALL—American league, Pan Pacific Auditorium; announcer, Sam Balter.

BOXING—Main event, Olympic Auditorium; announcer, Reid Kilpatrick.

KLAC

LOS ANGELES

National Representative: ADAM J. YOUNG, Jr., Inc. New York & Chicago

I Have Seven Alter Egos— All of Them Alike

We illustrate here the security of a radio station executive. He has the easy assurance of being well represented nationally through seven offices—just as if he were there himself.

Additional sales offices for national coverage are an advantage offered our stations by this company. However, we stress now as always not so much the *number* but the *quality* and the ability of the men who make these offices.

Their character, their intelligence and dependability give our stations reason for the assurance of success.

PAUL H. RAYMER COMPANY, INC.

PAUL H. RAYMER COMPANY, INC. • RADIO ADVERTISING

NEW YORK • BOSTON • DETROIT • ATLANTA • CHICAGO • LOS ANGELES • SAN FRANCISCO

Editorial

Time Will Tell

IS THE SEMI-commercial station about to make its bow?

Strange projects with Utopian plans for programming are being offered up these days. Some of them stem from a desire to curry favor by going beyond even the FCC's Blue Book intent. Others smack of crackpot schemes to get on the radio bandwagon and reap the profits afterward.

There's the report, for example that the Georgia Baptist Convention is being asked by its radio committee to apply for a state-wide chain of FM stations. That's all right, we imagine, if they apply for non-profit (which implies non-commercial) operation. But they say the stations "would carry enough commercial programs to repay their initial expenses and then would carry only enough commercial broadcasts to defray operating costs." Then there's the FCC grant last month to Rev. J. Harold Smith, who said he would sell time (to himself we suppose) for paid religious advertising.

Look at the radio records. You'll find there were 171 non-commercial educational (or religious) stations in the standard field in 1925. This number dwindled to a mere 30 a decade later. Some of the others folded, but most of them *became commercial stations.* They couldn't stand the no-profit gaff.

There are other aborning stations which are making extravagent commitments about limited commercials, no spot announcements, rigid limitations on the character of advertising accepted, and copy types. Certain of these may be well-intentioned; others pure publicity pap. When these novices find the going rough, they will sell out, or sell anything—before they give up the ghost.

Those who acquire stations under the non-profit provisions of the statute do so with their eyes open. They should not expect an *open sesame* for full commercial operation after the trial run fizzles.

As for the grandiose gesture boys—those idealists who believe advertisers will spend business dollars to reach a smattering of starry-eyed garret-dwellers—time will tell; time that isn't sold.

How Do You Rate?

STUDY UNDERTAKEN recently by a consultant's firm indicates that rates of many stations are far too low, compared to the national average.

Could this not be the reason, the really basic reason, for what has been widely discussed as "excessive commercialism"? A low-rate station which has been slow in adjusting its schedule of income to the rising curve of costs must, by economic necessity, sell more time.

In selling more time, it jeopardizes the operation—or at least, so it would seem in view of recent research which indicates that about a third of our listeners feel that there is room for improvement in commercial practices.

Certain no advertiser is interested in buying a station on the basis of rate alone. He wants audience. And the buying habits on both national and local levels, indicate that the sponsor exercises increasing care in selecting his outlets not only for coverage, but also for impact.

If low rates cause high commercialism, and subsequent loss of audience, the cure is obvious.

IF FRED ALLEN, during the frayed-cuff days when he was working vaudeville, had poked as much fun at the medium which provided his cakes-and-coffee, as he does today at radio, a long hook would have slithered out from the wings and dragged him to the exit.

From Stalin to Peron

REPORTS last week from Moscow and Buenos Aires give eloquent testimony to the difference between the free radio of the democracies and the "kept" radio of the dictatorships.

Russia has abolished broadcasts by radio correspondents. Dispatches can be sent "overhead" by radiotelegraph or "ordinary means of communication." Since the Soviet controls everything it is to be presumed that such transmissions are or can be scrutinized in advance.

Argentina, under Strong Man Peron, has reimposed radio censorship. All scripts for transmission abroad must be submitted in advance. The communications ministry calls it "previous intervention."

The authoritarian strongholds profess to allow full freedom. Yet they invoke ordinances obviously designed to withhold from the outside world what goes on within their borders. They also take pains to report to their own people that which they feel is useful and that which their own correspondents are free to obtain in the United States where they have full access to news.

It was largely because of the Argentine Government hot and cold attitude on a free, competitive radio that the Inter-American Broadcasting Assn. was organized in Mexico a few weeks ago by far-sighted Latin-American broadcasters. It was because the Western Hemisphere broadcasters, with the possible exception of Argentina, believe in a free radio that the state-controlled operations in the Soviet and Great Britain were precluded from participation. Besides they are not in the Western Hemisphere.

No explanations are given by either the Soviet or Argentina for their summary actions, usually exercised only in national emergencies. It must be assumed, therefore, that the muzzling of the microphones, is predicated upon the wish to hide internal affairs from the world's gaze.

PM, the New York daily tabloid which long has been a sharp critic of advertising practices on radio, has decided to accept advertising—in order to survive. This proves that even an ostrich, with all those priceless feathers, can hold its head under the sand only for so long without suffocating. It also must prove that advertising has definite reader interest, since other liberal tabloids have done well in the same New York market circulationwise, even though they have been "commercial."

Our Respects To—

ROBERT EDMONDS KINTNER

WHILE rubbing elbows with the abundant luxuries of Wall Street in pursuit of financial news for the New York *Herald-Tribune* about a dozen years ago, an ambitious young reporter, only a year out of Swarthmore College, Pa., observed a depressing dissimilarity between the station of a novice newspaperman and that of a financier.

He was earning $25 a week at the time. "I decided," he says, "that I wanted to go into business."

Last week, 12 years and two succesful careers later, Robert Edmonds Kintner was in business in an impressive way. At the spectacularly youthful age of 37 he had become executive vice president and therefore second in command of the American Broadcasting Co. [BROADCASTING, Nov. 18].

His salary, an ABC secret, doubtless is enough to arouse the admiration of even the Wall Street tycoons whom a scant dozen years ago he had envied. As No. 1 lieutenant of ABC, he exercises a predominant control over the destinies of an organization which last year counted more than $40 million in gross time sales and which hopes soon to issue $13 million worth of common stock to finance future growing. Even the graying eyebrows at lunchtime in Delmonico's downtown restaurant would rise slightly at the mention of figures like these.

Such robust fiscal matters do not, however, seem to disturb the rather studied casualness of Mr. Kintner, a man who has been dealing all his adult life with high finance, if not personally at least vicariously. He has come to look upon a million dollars with no more than passing respect.

As a financial reporter for the *Herald-Tribune*, a newspaper devoted to chronicling in unashamed admiration the wonders of big business ways, Mr. Kintner developed a desire to participate rather than observe. It took him about ten years to make the change, and before he made it he had become one of America's most famous newspapermen.

Mr. Kintner had been covering financial stories in Washington for several years when, in 1937, the North American Newspaper Alliance, having lost its Washington columnist, Paul Mallon, to the Hearst press, solicited him and another *Herald-Tribune* reporter, Joseph Alsop, to write a column.

The Kintner-Alsop enterprise was an immediate success. The pair not only produced a daily newspaper column which was widely

(*Continued on page 56*)

"COTTON ON" *to the Southwest through* WOAI

Cotton is still known as "King" in the huge Southwest Texas territory where approximately 1,400,000 bales will be produced this year, according to the Department of Agriculture forecast. This would mean well over $100,000,000 worth of Cotton in 1946. Like other agriculturists, cotton growers are progressive these days, taking advantage of mechanization, pedigreed seed and WOAI's broadcasts of the weather, the market and other news particularly affecting farmers.

Mr. Robert M. Harper of Martindale, Texas, an outstanding cotton breeder of the South, who is in touch with cotton growers and knows their necessities and difficulties, says:

"Like all farmers in Southwest Texas, the cotton growers are indebted to WOAI for vital news on markets, weather and agricultural tips. I know from traveling around and talking with them that they use and appreciate this service. WOAI's broadcasts are especially valuable for weather and market news because daily papers, in many cases, reach the farmer too late to be of value for this information."

Yes, cotton is still "King" but it has many extremely strong "Barons" such as the tremendous oil industry, sheep and cattle ranching, the fabulously productive fruit and vegetable farms, a huge poultry industry and other agricultural enterprises existing and in the making.

WOAI is the only 50,000 watt, clear channel radio station serving this empire of the Southwest. Its policy is and always has been to serve its listeners with any news of benefit to them in their business and to provide the best of radio entertainment for their families. The success of this policy is well established by expressions of satisfaction from thousands of listeners who consistently follow its programs.

Bill Shomette, WOAI's Farm and Ranch Director, Robert M. Harper and Henry Howell, WOAI Farm and Market Reporter

WOAI

San Antonio

REPRESENTED NATIONALLY BY
EDWARD PETRY & CO.

THE POWERFUL ADVERTISING INFLUENCE OF THE SOUTHWEST

50,000 WATTS *Clear* CHANNEL

Respects

(Continued from page 54)

circulated, but also wrote regularly for the *Saturday Evening Post*.

In 1938, they published a collection of their *Post* articles in a book called *Men Around the President*. Mr. Kintner describes it now as "the bad-selling book," a description apparently intended to mark the difference between it and one which they wrote two years later.

The second book was called *American White Paper*, and it sold 250,000 copies, a number large enough to impress even Mr. Kintner. *American White Paper* disclosed theretofore unpublished reports of the government's maneuvering in the years of tension preceding World War II. It created enough discussion to establish the team of Kintner and Alsop as two of the most sedulous bloodhounds of the American press.

The next year the team retired from column writing in deference to a more pressing necessity—service with the armed forces. Mr. Alsop joined the Navy. Mr. Kintner became a captain in the Army's G-2, a forbidding domain of hypersensitive secrecy where Mr. Kintner, an unreconstructed reporter, admits he did not feel at home.

He eventually was assigned to join Gen. Dwight D. Eisenhower, then commander in North Africa, as public relations officer. The plane bearing him to Dakar was jolted in an air pocket, and one of Mr. Kintner's ears, injured in the sudden loss of altitude, became infected. He spent the next several months in Army hospitals. Upon his recovery he became executive officer to Maj. Gen. Alex D. Surles, chief of the War Dept. Bureau of Public Relations.

His service with the Bureau of Public Relations won him the Legion of Merit. He was discharged, for medical reasons, as a lieutenant colonel in September 1944. On Sept. 15, he was elected a vice president of ABC.

Mr. Kintner's emergence as a radio executive was sudden and, he says, unexpected. Before leaving the Army, he had been planning to resume his newspaper column. A somewhat mysterious figure whom Mr. Kintner describes as "a friend" invited him to lunch with Edward J. Noble, chairman of the board of ABC. The invitation was to more than lunch.

"Ed said: 'Why don't you come into radio,'" Mr. Kintner recalls. In no time he was a vice president. He was at first in charge of the network's public relations; later he took charge of news and special events as well.

Mr. Kintner's election as executive vice president was as sudden and unexpected, he says, as his first association with ABC. During a meeting of the ABC board, of whom he is a member, Mr. Kintner was asked by Mark Woods, president of the network, to leave the room.

Mr. Kintner, who is not a taciturn man, was struck speechless by this strange request, and obligingly stumbled from the chamber. In a moment, Mr. Woods called him back. During his brief absence he had been elected as Mr. Woods' chief lieutenant.

Since his association with ABC, Mr. Kintner has become known as the executive who is first to arrive at the office in the morning and last to leave at night. His normal hours are 9 a.m. to 7 p.m., but often he stays on, particularly if important news is breaking. A good news story draws him to the ABC newsroom as a fat pheasant attracts a hound.

His assiduous preoccupation with business probably discourages his wife, the former Jean Rodney, who was a theatrical producer before she married Mr. Kintner. They met in 1939 when she brought a Broadway company to play *Outward Bound* in Washington. They were married Jan. 11, 1940. They have a daughter, Susan, age 3½.

Mr. Kintner was born in Stroudsburg, Pa., Sept. 12, 1909, and attended grammar and high school there. He belongs to no clubs, and his hobbies are few. In the summer he plays tennis. Winters he often attends the theater, his interest in the stage being doubtlessly whetted by his wife.

ABC's McDONALD

New American Vice President Formerly with NBC

AT THE same time that Robert E. Kintner was elected executive vice president of ABC (see sketch page 54), Joseph A. McDonald, general attorney and secretary of the network, was elected a vice president.

Mr. McDonald

Mr. McDonald, a graduate of Webb Institute of Naval Architecture, Fordham Law School, and possessor of a master of laws degree from New York U., joined ABC in February 1945. Before that he had been with NBC. He joined the NBC legal department in 1932, became the NBC central division attorney, at Chicago, in 1937, returned to New York as assistant general counsel of NBC in 1943. He is a director of Broadcast Music, Inc.

Hour Movie Quiz Is Set In WOR Saturday Spot

A. L. S. Co., New York radio production firm, has sold a new hour quiz show, *Movie Matinee*, to WOR New York, scheduled to start Nov. 30, 2-3 p. m. Program will consist of questions and answers dealing with the film industry and features Bill Slater as m.c. Scripts are written by Wilbur Stark, vice president of A. L. S., and his wife, known professionally as Kathleen Norris. Show is available for sponsorship.

Firm also reported it is negotiating with ABC to air another of its shows *The Con Man*, featuring film actor Charles Coburn, scheduled to start about Jan. 1. Rights have been acquired by A. L. S. to do program series on Upton Sinclair's *Lanny Budd-Presidential Agent*, which will feature Franchot Tone, Nancy Drew and The Bobbsey Twins.

NOTHING "HICKEY" ABOUT US HICKS!
Yessir, us hayseeds out in the Red River Valley are just as dis-crim-inatin' as anybody! We prefer better radio programming by even wider margins than you city slickers do. Here, for instance, is the way our people listen to WDAY, Station B, and Station C, according to the latest Conlan Survey:
WDAY GETS 61.4% OF THE AUDIENCE IN ITS COVERAGE AREA
STATION B GETS 9.5% OF THE AUDIENCE
STATION C GETS 7.2%
WDAY
FARGO, NORTH DAKOTA
N.B.C.
FREE & PETERS, Inc.
National Representatives

Another smash in THE SATURDAY EVENING POST NOV. 23, 1946 *... to build a bigger audience for* ABC *advertisers*

To enjoy all these great radio stars...

Listen to ABC

AMERICAN BROADCASTING COMPANY

Lily Pons (above), Helen Traubel, Lauritz Melchior and many more great artists are on the air Saturday afternoons (Nov. 16—Mar. 15) when *The Metropolitan Opera* is broadcast exclusively over ABC.

Helen Hayes (above), Lynn Fontanne, Alfred Lunt and dozens of other great players who have helped the Theatre Guild make history on the stage, appear on ABC's *Theatre Guild on the Air*, Sunday evenings.

Bing Crosby
New Bing Crosby Show
Wednesday Evenings

Kenny Baker
Glamour Manor
Mondays through Fridays

Arlene Francis
Affairs of Ann Scotland
Wednesday Evenings

Tom Breneman
Breakfast in Hollywood
Mondays through Fridays

William Gargan
I Deal in Crime
Saturday Evenings

Serge Koussevitzky
Boston Symphony
Tuesday Evenings

Don McNeill
Breakfast Club
Mondays through Fridays

Sammy Kaye
Sunday Serenade
Sunday Afternoons

Happy Felton
Pot O' Gold
Wednesday Evenings

George V. Denny, Jr.
America's Town Meeting
Thursday Evenings

Paul Whiteman
Paul Whiteman Show
Sunday Evenings

Lewis J. Valentine
Gangbusters
Saturday Evenings

Lee Durocher
Sunday Afternoons

Walter Winchell
Sunday Evenings

Henry Morgan
Wednesday Evenings

Louella Parsons
Sunday Evenings

THERE are as many reasons as hours in the week why millions of families keep tuned to their American Broadcasting Company stations for news and entertainment.

On this page are a few of ABC's outstanding radio personalities. There are many more, of course—Elmer Davis, Ted Malone, Baukhage, for news and commentary; Lum 'n' Abner and the hilarious new Willie Piper show for laughs; and famous fictitious characters like *Counterspy*, *The Lone Ranger*, *Sherlock Holmes* and *The Sheriff* to add the zest of exciting mystery to your radio fare.

Whether you're in the mood for comedy or drama, news or mystery, quiz shows or music, always try ABC first. Consult your newspaper for schedule and broadcast times. You'll see why, day and night, so many families from coast to coast leave their radio dials set on their local ABC station.

American Broadcasting Company

A NETWORK OF 228 RADIO STATIONS SERVING AMERICA

Many smart advertisers are on ABC

Eversharp-Schick, Philco, Swift & Co., Carter Products, Derby Foods, Richard Hudnut and the Hastings Manufacturing Co. all recently bought new or additional time on ABC. U. S. Steel, General Mills, Westinghouse, Kellogg, P & G and many more have renewed their contracts for another year. Why? ABC reaches 22,000,000 radio families — at economical rates that make possible a low cost per thousand listeners. More important, ABC *sells*. If you have a product to sell nationally, follow America's smart advertisers and nail down a franchise *now* on ABC.

Note to Time Buyers!

IMAGINE ME SPONSORING A HOLLYWOOD

It's a Capitol Idea!

Sure, Mister. Sure you can have your own radio program *with all the sparkling elements of a live-talent show from Hollywood!* It's waiting for you at your own local radio station.

With Capitol's new Transcription Library Service, *any* station anywhere can *build its own* network-type musical shows for *any* sponsor. Big stars, outstanding tunes and arrangements, and expert programming—all straight from Hollywood to you.

Capitol offers you a basic library of more than 2000 selections ... plus more than 50 new numbers each month. You'll get programming aids, too: brilliantly arranged opening and closing themes for 22 programs. Musical interludes to background commercials.

Capitol
A DIVISION OF CAPITOL RECORDS
TRANSCRIPTIONS
PROGRAM SERVICE FROM HOLLYWOOD
SUNSET AND VINE

Hear all the features that make the Capitol service different. Capitol will be glad to send you a recorded demonstration transcription.

A COMPLETE FORMAT SERVICE

As an extra help to your own station experts, Capitol suggests programming for 30 hours of entertainment each week. Dated formats for 400 complete shows come to you every month. Just like adding Hollywood's foremost program specialists to your own station staff.

★ ★ ★ *Every Capitol Star Is*

SHOW!

BIG-NAME BANDS

SKITCH HENDERSON • PEEWEE HUNT
DUKE ELLINGTON • JAN GARBER
STAN KENTON • GENE KRUPA
EDDIE LEMAR • ALVINO REY
ENRIC MADRIGUERA

BIG-NAME WESTERN

SHUG FISHER • WALLY FOWLER
JACK GUTHRIE • KARL & HARTY
OAK RIDGE QUARTETTE
TEX RITTER • MERLE TRAVIS
WESLEY TUTTLE
UNCLE HENRY'S ORIGINAL
KENTUCKY MOUNTAINEERS

BIG-NAME SINGERS

JUNE CHRISTY • HAL DERWIN
DINNING SISTERS
CAROLYN GREY • KING SISTERS
PEGGY LEE • JOHNNY MERCER

BIG-NAME VARIETY

BUDDY COLE'S FOUR OF A KIND
FRANK DEVOL'S POP CONCERT
ORCHESTRA
KING COLE TRIO
DANNY KUAANA'S HAWAIIANS
DEL PORTER AND HIS
SWEET POTATO TOOTERS
JUAN ROLANDO • PAUL WESTON
DICK SHANNON'S ALEUTIAN FIVE

An Audience Builder ★ ★ ★

MANAGEMENT

HERBERT T. ANDERSON, program director of WTSP St. Petersburg, Fla., has been promoted to general manager of that station. **IRWIN A. SIMPSON**, who has been acting in the joint capacity of president and general manager, continues as president. Mr. Anderson joined WTSP in 1942, becoming chief announcer the following year. After service with Army Signal Corps during the war, he returned to station as program director.

CAPT. PIERRE BOUCHERON, manager of WGL Fort Wayne, Ind., was main speaker at November meeting of the Association of Metal Engineers. He spoke on his war experiences in Greenland.

ROGER W. CLIPP, general manager of WFIL and WFIL-FM Philadelphia, has been elected vice president of the Philadelphia Convention and Visitors Bureau of the Chamber of Commerce and Board of Trade. He also has been appointed to the board of governors of the Philadelphia Forum.

GARLAND W. POWELL, station director of WRUF Gainesville, Fla., has been appointed a member of the Foundation Committee of Rotary International for fiscal year 1946-47.

CLARENCE L. MENSER, NBC vice president in charge of programs, Nov. 20 participated in roundtable discussion at National Conference on Prevention and Control of Juvenile Delinquency in Washington.

WALTER J. BROWN, manager of WSPA Spartanburg, S. C., was caller at White House morning of Nov. 15 with Rep. Paul Brown (D-Ga.) and L. S. Moody, secretary of Augusta, Ga., Chamber of Commerce.

ROBERT A. KELLEY, station manager of WKXL Concord, N. H., has been named assistant basketball coach for St. John's High School, Concord. Basketball star in his school days, Mr. Kelley for 13 years has been nationally approved basketball official. He helped coach Burlington High School group while managing WCAX Burlington.

RALPH K. MADDOX, program director of WFAA-KGKO Dallas, has been appointed manager of KRIC Beaumont, Tex., effective Dec. 1. Active in radio for 16 years, Mr. Maddox previously had been with WJDX Jackson, Miss., and production director of NBC Central Division.

Mr. Maddox

EARLE J. GLUCK, president and general manager of WSOC Charlotte, N. C., has presented to the Charlotte and Mecklenburg Public Library a portable record and transcription player to further objectives of the library's visual-audio aid department.

BURTON BOATRIGHT, general manager of KWTC Barstow, Calif., is on active Navy duty as captain until Dec. 2, serving with special amphibious group at Coronado, Calif.

The Doorway to a
460 Million Dollar MARKET!
Corpus Christi's claim as the "Oil Capital of Texas," is a bona-fide one! Seventeen per cent of the State's fabulous oil production—363,000 barrels daily—is attributed to the 24 counties comprising the Corpus Christi oil area! Most of it flows to Corpus Christi for refining or for shipment through the city's modern port! A five-fold increase in crude oil production in the territory in the last 12 years, assures the continued and increasing importance of this city as an oil port. And this is only ONE of the many "Aces" Corpus Christi has to play in making it a 460 million dollar market! How to reach it—KEYS, of course—your CBS outlet in this mighty market!
COLUMBIA ★ BROADCASTING ★ SYSTEM
KEYS
AFFILIATED WITH TAYLOR HOWE SNOWDEN
YOUR DIRECT COURSE TO A FABULOUS TEXAS MARKET
250 watts
1490 kc
Corpus Christi, Texas

Radio Set Output At Alltime Record

Sharp Upswing for October In Models With FM

ALLTIME monthly record for radio set production was broken in October, Radio Manufacturers Assn. announced Friday. October output of RMA members (over 90% of entire industry) totaled 1,678,444 compared to 1,323,291 sets in September.

Should the November production match that of October, the 1946 total will surpass 1941's 13,642,334 record by the end of National Radio Week Nov. 24-30, RMA forecast, recalling that it is the first postwar month free of price control.

Output of sets with FM reception rose from 17,541 in September to 23,793 in October. FM sets had totaled 19,642 in July, falling to 13,892 in August. Of October's FM sets 22,191 were console radio phonographs, 833 table models and 769 consoles without phonograph.

Television receivers totaled 827 in October compared to 3,242 in September. Production of radio-phonograph consoles, held back by scarcity of cabinets, continued upward to 125,000 in October, a gain of 20,000 over September and in excess of the prewar rate. Other models included 1,128,616 table sets, not including battery sets; 153,800 portables; 170,000 auto radios.

MBS ANNOUNCES TEN ADDITIONAL STATIONS

MBS announced 10 new affiliates last week, bringing the network's total number of stations to 374.

KUOA Siloam Springs, Ark., operating with 5 kw daytime only on 1290 kc and owned by John Brown U., joins the network Dec. 1.

WFHG Bristol, Tenn., operating with 1 kw daytime only on 860 kc, owned by Blanfox Radio Co., joins Dec. 15.

WNOK Columbia, S. C., operating with 250 w on 1230 kc, owned by Palmetto Radio Corp., joins Dec. 15.

WRNO Orangeburg, S. C., operating with 250 w on 1450 kc and owned by WRNO Inc., joins Dec. 15.

WKDK Newberry, S. C., operating with 250 w on 1240 kc and owned by Newberry Broadcasting Co., joins March 15.

WRQN Bidalia, Ga., operating with 250 w on 1450 kc and owned by Bidalia Broadcasting Co., joins Dec. 2.

WTBC Tuscaloosa, Ala., operating with 250 w on 1450 kc and owned by Tuscaloosa Broadcasting Co., joins Dec. 15.

WHAL Shelbyville, Tenn., operating with 250 w on 1400 kc and owned by Shelbyville Broadcasting Co., joins Dec. 15.

WKSR Pulaski, Tenn., operating with 250 w daytime only on 730 kc and owned by Pulaski Broadcasting Co., joins Dec. 15.

WROV Roanoke, Va., operating with 250 w on 1490 kc and owned by Radio Roanoke Inc., will join Dec. 8. The station will be managed by Lambert Beeuwkes, former general manager of MBS station relations.

General Motors

GENERAL MOTORS Corp., Detroit, effective Dec. 20 for 52 weeks, renews Henry J. Taylor's program *Your Land and Mine* on MBS, Mondays and Fridays, 7:30-7:45 p.m. Agency is Arthur Kudner, New York.

YOU MAY BE ABLE TO "PASS" A FOOTBALL 82 YARDS*—

BUT—YOU CAN'T WIN IN WESTERN MICHIGAN WITHOUT WKZO-WJEF!

If you want to score *at least cost* with radio in Western Michigan (including the important markets of Grand Rapids, Kalamazoo and Battle Creek) there's really no other choice than WKZO-WJEF.

According to the latest network coverage maps, WKZO-WJEF gives you more than TWICE as many radio homes as any other combination (nighttime) — which means that your costs-per-family are nearly 200% higher with any other two-station combination than they are with WKZO-WJEF.

Get the data and see for yourself. Write us, or Avery-Knodel, Inc.

*F. Crawford of the Chicago Bears did it in 1935.

WKZO
FIRST IN KALAMAZOO AND GREATER WESTERN MICHIGAN (CBS)

WJEF
FIRST IN GRAND RAPIDS AND KENT COUNTY (CBS)

BOTH OWNED AND OPERATED BY FETZER BROADCASTING COMPANY

AVERY-KNODEL, INC. EXCLUSIVE NATIONAL REPRESENTATIVES

KANSAS
CITY
IS
A
KOZY
MARKET

PORTER BLDG.
KANSAS CITY, MO.

EVERETT L. DILLARD
General Manager

ELIZABETH WHITEHEAD
Station Director

Pioneer FM Station in
the Kansas City Area

Ask for Rate Card 3

Jett Transcribed Talk on FM's Value Sent 10 Stations, Offered to Others

A TRANSCRIBED TALK by FCC Comr. Ewell K. Jett outlining the advantages of FM is being distributed by WWDC Washington. He was interviewed by Mark Austad, WWDC commentator.

Ben Strouse, WWDC vice president and general manager, said the transcriptions would be sent to stations "free on request" unless the demand becomes so great that a charge to cover expenses may be necessary.

Transcriptions already have been sent to 10 stations. WWDC, one of nine Washington FM grantees, first used the talk on Nov. 16, and plans to repeat it frequently.

In the 6½-minute talk Commissioner Jett, former FCC chief engineer, says FM enables listeners to "say good-bye to static"; eliminates fading and assures "strong, pure and even" reception, with greater fidelity; and permits operation of "far more" stations with resultant "keener competition . . . to put on better programs to attract the listener's attention."

Already there are approximately 700 FM stations authorized or on the air, Commissioner Jett reports, adding that "we at the FCC expect some 2,000 . . . in the next few years." Recognizing that AM and FM will prevail simultaneously "for some time to come," he suggests that "the ideal plan" for listeners is to have at least one AM-FM combination. "If I were buying a new radio today I certainly would not buy one that did not include FM," he asserts.

Mr. Austad and Commissioner Jett.

Despite shortages, he points out, "FM sets are coming on to the market in increasing numbers. The latest estimate is that at least five million will be produced next year."

Stations to which transcriptions have been sent include WIL St. Louis; WMGA Moultrie, Ga.; WHA Madison, Wis.; WITH Baltimore; WKRC Cincinnati; WRUN Rome, N. Y.; WCFC Beckley, W. Va.; WPAY Portsmouth, Ohio; WFRO - FM Fremont, Ohio; WCMW Canton, Ohio.

ED BERLIANT OFFERS A NEW SERVICE FOR BROADCASTERS

TO ANYONE who is considering the building or renovating of a broadcasting station, Ed Berliant offers a new plan that will eliminate all construction headaches and at the same time provide more revenue by *getting the station on the air months sooner.* You just turn over to him all responsibility for getting the job done, at a moderate fee.

This Unique Service Includes:

1. Work with foremost consulting engineers
2. Preparation of application (except engineering)
3. Surveys of sites and listener potential
4. Complete construction of building
5. All equipment, including *scarce items,* at no extra cost
6. Help in selecting qualified personnel

Ed Berliant draws upon his long years of experience in radio in getting your station on the air. He knows that anybody can follow a blueprint. Ed Berliant not only draws the blueprints in the first place; he builds from them with all the knowledge that only experience can give, with equipment that only nationwide contacts can uncover. Thus you get a perfectly equipped station much sooner than you could otherwise expect, and can be on the air making money while your competitor is wondering how he will even begin construction. You are invited to write to Ed Berliant today.

For the Southeastern states, Ed Berliant offers a fast trouble-shooting service. Call VErnon 7003 in Atlanta any time of day.

ED BERLIANT

Chamber of Commerce Bldg., Atlanta 3, Georgia

COMMERCIAL

DONALD COOKE Corp., New York and Chicago, has opened two West Coast offices, one at 1680 Vine St., Los Angeles, and the other at 681 Market, San Francisco. The West Coast offices will be managed by **GENE GRANT**. Donald Cooke Corp. also has added CJOB Winnipeg, Man., to its station list.

MARIAN HAUGH has joined KWG Stockton, Calif., as traffic manager, replacing **JAMES E. FOX**, switched to sales department.

GEORGE K. UTLEY, formerly with WFAA Dallas, has been named commercial manager of KRIC Beaumont, Tex.

MILTON VANDEVENTER, released from the Navy and former general office and production staff member of KMOX St. Louis, has joined the sales staff of that station. He previously had been with KMOX for five years. During war he served in Pacific.

RADIO REPRESENTATIVES, Toronto, has opened an office at Winnipeg in the Lindsay Bldg., with **TONY MESSNER**, commercial manager of CJOB Winnipeg, as manager.

HORACE STOVIN, president of H. N. Stovin & Co., Toronto, station representative, is on an extended trip to stations in eastern Canada.

BILL KNODEL, executive vice president of Avery-Knodel, Chicago, following three-day annual conference of Intermountain Network, Salt Lake City, is visiting station representative's offices in Los Angeles and San Francisco before returning to Chicago.

MELVIN T. HALES, formerly with Timken Roller Bearing Co., has joined the sales staff of WHBC Canton, Ohio.

WKNE Keene, N. H., has appointed Kettell-Carter, Boston, as New England representative effective Dec. 1.

FREMANTLE OVERSEAS RADIO, New York, foreign station representative, has appointed the Homer Griffith Co., New York, as its representative in Hollywood, San Francisco, Chicago and Dallas.

FM Demonstration

FM broadcasting was demonstrated before members attending the meeting of the San Francisco section of the Institute of Radio Engineers, Nov. 19-21. Through the cooperation of Royal V. Howard, technical director of KSFO San Francisco, Norman D. Neely Enterprises, Pacific Coast representative of Radio Engineering Labs., New York, and the FCC which granted special authorization for transmission on 103.1 mc using call of KRVU Nov. 14-21, an REL Model 518A-DL 1 kw FM transmitter was kept in continuous operation.

WHO
is "Listened-to-Most"
in 74 *of*
Iowa's 99 Counties
(No. 2 Station is "Listened-to-Most" in 11 Counties!)
Write for complete facts!
50,000 Watts · Des Moines
Free & Peters, Representatives

With Advertisers Who Know READING, PA. Best . . .

. . . it's WHUM

1240 kc. **2 to 1**

In less than three months, local advertisers have shown an overwhelming preference for WHUM programs, promotion, and sales results. Proof of their preference: local advertisers use twice as many hours of programs* on WHUM as on the two other Reading stations combined.

In the nation's 69th market, WHUM carries the cream of the Mutual shows and also BING CROSBY, HENRY MORGAN, DREW PEARSON, GILLETTE FIGHTS, etc.

Better see for yourself why WHUM keeps advertisers HUMming with result stories.

*15 minutes or more

WHUM · Reading, Pennsylvania

A basic station of the Mutual Broadcasting System

Are Just Another Way of Saying . . .
YOU GET
NET RESULTS
on
KXOK
ST. LOUIS, MO.

When an advertiser uses a station for the first time, he's just shooting at a profit goal. But when an advertiser renews his use of the station again and again . . . that means he **scored net results!** Over 40 regional and local advertisers (*not* including network advertisers) have renewed use of KXOK from 2 to 7 consecutive years. No wonder more and more leading advertisers are putting their OK on KXOK.

For complete details call a JOHN BLAIR representative

• FULL TIME
• 5000 WATTS
• 630 KILOCYCLES

Owned and operated by The St. Louis Star-Times

AGENCIES

ANGUS MacINTOSH has been appointed head of the radio department in the Philadelphia office of Ward Wheelock Co. **DIANA BOURBAN** continues as radio director of the agency with headquarters in Hollywood.

CLARKE R. BROWN, who resigned as radio director-account executive of Lake-Spiro-Shurman, Memphis, last August [BROADCASTING, Sept. 9], is now media director of Olian Adv., St. Louis.

MITHOFF & WHITE, El Paso, has been elected to membership in the American Association of Advertising Agencies.

HARVEY J. BRESLER, former sales manager of the Barbizon Corp., New York, has joined Alfred J. Silberstein-Bert Goldsmith Inc., New York, as director of marketing and sales planning.

BUCHANAN & Co., New York, has made anti-flu shots available to its employes this season, administered by doctor and two nurses from New York Medical Center.

LESLIE M. W. NEVILLE, former account executive with Norm Adv., New York, has joined Walter W. Wiley Adv., that city, as executive director.

ROBERT CARLEY, an account executive and member of the plans board with Cecil & Presbrey, New York, for a year, has been named vice president of the agency. Prior to Army service, Mr. Carley was with NBC and BBDO.

A. D. ADAMS, after service with the Army and former freelance radio writer, has joined Hickey-Murphy-St. George, New York, as account executive.

DONALD MURPHY, after service with the Navy and former account executive at Reincke, Meyer & Finn, Chicago, has joined G. M. Basford Co., New York, in the same capacity.

BETTY BRUNS, timebuyer for Ted Bates Inc., last Friday (Nov. 22) held her annual cocktail party at the Ambassador Hotel for all the secretaries of the station representatives who call on her throughout the year.

ROBERT B. WOLCOTT Jr., publicity director of Hixson-O'Donnell Adv., heads agency's new office in Palm Springs, Calif., handling advertising, publicity and public relations for resort's Chamber of Commerce.

FRANK BULL and **DICK SMITH,** partners in Smith, Bull & McCreery, Hollywood, are in Chicago attending Seaboard Finance Co. regional meeting, proceeding from there to New York and Washington. **WALTER McCREERY,** also firm partner, is in Chicago on other business and proceeds to New York.

HELEN ALCALAY, former copy writer of Arthur W. Stowe Adv., Los Angeles, has joined Raymond Keane Adv., that city, in similar capacity.

LEE TURCHIN, copywriter, on several months leave of absence from Dean Simmons Adv., Hollywood, has rejoined agency.

JOHN M. FARRELL, former account executive of Calkins & Holden Adv., Chicago, has joined Western Adv., Los Angeles, as member of planning board. **WARREN JUSTICE,** formerly in charge of sales for Jack Rourke Productions, Hollywood also has joined that agency as account executive.

CHARLES GRAVES, copy writer, and **MARGARET WHITTMORE,** assistant producer, have been transferred to N. W. Ayer & Son, Hollywood, handling "Sound Off With Mark Warnow."

JACK MELVIN, publicity director of Foote, Cone & Belding with headquarters in Hollywood, is in New York to coordinate special campaign in connection with Walt Disney's "Song of the South."

VINCENT CLAUSEN, account executive with Hixson-O'Donnell Adv., New York, has been elected vice president in charge of merchandising for the agency.

EDWARD J. CORBETT Jr., formerly with Maxon Inc., New York, as a copywriter and prior to that in a similar capacity with N. W. Ayer & Son, has been appointed copy chief of the Detroit office of Geyer, Cornell & Newell.

SAMUEL G. GALLU, formerly with the Fred Waring organization and for four years in the Navy, has joined the radio production staff of The Blow Co., New York, where he is investigating the potentialities of television for the agency's clients in addition to his radio production duties.

KERMIT KAHN, formerly with J. D. Tarcher Co. and prior to that with Foote, Cone & Belding, has joined Lennen & Mitchell, New York, as a member of the copy department.

HADDON W. IVINS, formerly with O. S. Tyson & Co., New York, has joined H. L. Mihic & Co., New York, as account executive.

GERTH-PACIFIC Adv., San Francisco, has moved into enlarged quarters on the top floor of the 68 Post Street Bldg.

JAMES CLARK has been made production manager.

I. C. COLE Adv., San Francisco, has moved to larger quarters in the Russ Bldg.

SCOTT B. ANDERSON Jr. has been appointed account executive of Ad Fried Adv., Oakland, Calif. He previously had been with the advertising department of the Pittsburg (Calif.) Post Dispatch. Mr. Anderson served for 3½ years in AAF in Pacific.

JOEL H. ETTINGER, former account executive at Kuttner & Kuttner, Chicago, has joined Lester Harrison Inc., New York, in same capacity.

BETSY HATCH, former account executive and copywriter at Abbott Kimball Co.; **MARY REILLY,** former divisional advertising manager of home furnishings at R. H. Macy Co., and **AUDREY STANFIELD** have joined Advertising House, New York, as account executive, divisional copy chief and copy assistant respectively.

WILLIAM BELL, formerly advertising manager of Acme Co., N. Y., has joined Rodgers & Brown, N. Y., as vice president in charge of new business.

HARRY WOODWORTH, former account executive of BBDO, New York, and **WILLIAM J. MAUTER,** former copywriter at Joseph Katz, Baltimore, have joined Morse International, New York, in same capacities.

MBS Replaces

MBS sustaining replacement for the Coca Cola Friday evening *Spotlight Band* program which discontinues Nov. 22 will be the *Adventures of Bulldog Drummond*, which moves from Mon. 8-8:30 p. m. to Fri. 9:30-10 p. m. Monday period will be replaced by another sustainer, *Mysterious Traveler*.

Republic Steel's Program Launched

Markets for 'Songs America Sings' To Be Increased

REPUBLIC STEEL CORP., Cleveland, has launched sponsorship of an institutional transcribed show *Songs America Sings*, a World Broadcasting System package, on eight markets and will increase that to 30 markets after the first of the year. The production and talent cost for each program is approximately $5,000.

The quarter-hour program was custom-built for the advertiser under the personal direction of Herb Gordon, production manager of World Broadcasting System. The show features Lynn Murray and orchestra, Lawrence Brooks, vocalist, and Bill Adams, narrator. It is directed by Henry Heyward and written by Van Woodward.

The agency, Meldrum & Fewsmith, Cleveland, are placing the show only in markets where a Republic Steel Corp. plant is located.

World Broadcasting System also plans to build transcribed institutional programs for a number of other advertisers interested in employe-employer good will advertising. Among those interested for possible sponsorship are Westinghouse Electric Corp. and American Petroleum Institute.

Al Stern Leaves Hart Co. To Form Recording Firm

ALBERT D. STERN, vice president in charge of sales for Frederick Hart & Co., New York recording firm, has resigned to form his own company. His firm will manufacture and distribute film and wire sound recording devices for commercial and home use, for both the domestic and export market.

Mr. Stern has been in recording development work for 14 years. He was responsible for securing adoption of his film recorders by the Signal Corps and Navy, the Navy using them to cover the Normandy invasion as well as several Pacific operations.

5000 WATTS

WORLD'S WIDER MEMORABLE MARKET BATTLE BETTER GROUNDS GUARANTEE

NBC IN RICHMOND, VA.

PRODUCTION

TED STEELE, producer-entertainer, has been appointed program director of WHDH Boston.

BOB HENRY, WABF New York announcer, and his wife, **LEE SHIRLEY**, radio actress, are the parents of a girl, Ruth Marjorie.

CONRAD BINYON, who portrays "Butch" in CBS "Mayor of the Town," has joined cast of CBS "That's Finnegan."

TED BENTLEY, announcer of KECA Hollywood, has resigned to devote full time to writing. **IRVING HOWARD**, relief announcer at station, replaces him.

DAVE TITUS has replaced **WALLY RAMSEY** as producer of ABC "Danger, Dr. Danfield" and MBS "Mystery Is My Hobby."

RAY IRELAND, out of the Royal Canadian Navy, has joined the continuity department of CKOC Hamilton, Ont.

ARDIS COPLEY, new to radio, has joined KWKW Pasadena, Calif., as copy writer.

ELEANOR DAGER has joined continuity staff of KWG Stockton, Calif.

ROSE KING, Hollywood freelance writer, is teaching class in "Writing for Radio" at Woodbury College, Los Angeles.

JACK GAINES, program director of the international broadcasting division of the State Dept., is the father of a girl, Arleen Shelley, born Nov. 13.

FRANK BLACK, NBC general music director, Dec. 1 becomes orchestra conductor for the NBC "Harvest of Stars" program, Sun. 2:30-3 p.m., replacing **HOWARD BARLOW**, resigned. Program is sponsored by International Harvester Co., through McCann-Erickson, New York.

TED HUSING, WHN New York record m.c., Nov. 26 will be tendered a testimonial dinner at the 400 Club in New York by bandleader Benny Goodman. The former sportcaster will be welcomed into the music field at that time by many of the dance band leaders and bid farewell by his colleagues in the sports field.

TIM GRAHAM, Hollywood freelance actor, has married Norma Hopkins.

MATT McHUGH has joined cast of CBS "That's Finnegan," playing fictional brother role to his blood brother, **FRANK McHUGH**.

BRUCE BUELL, former announcer of Don Lee-Mutual, Hollywood, has joined KECA Hollywood in similar capacity. Also new to station announcing staff is **JIM POWELL**, previously of NBC Hollywood.

LARRY BERNS, producer of CBS "Jack Carson Show," is hospitalized at Cedars of Lebanon, Hollywood.

JUAN JOSE VASQUEZ, formerly of XEW Mexico City production staff, has joined NBC International Dept. as production director.

CARLTON MILLER, after service with the Army, has returned to the WNHC New Haven, Conn., announcing staff.

CLARENCE CASSELL, announcer of KQW San Francisco, is the father of a girl.

RUTH CRANE, WMAL Washington Women's director who conducts "The Modern Woman" Monday through Friday 11:30-12 noon, has been made a member of the Citizens Committee of the Board of Public Welfare.

RAY GORDON, new to radio, has joined the announcing staff of KRIC Beaumont, Tex.

IRA WALSH, public affairs director of WWDC Washington, is to instruct in television at Southeastern U., that city, beginning in January.

FRANK MANSUY, announcer of WENY Elmira, N. Y., is the father of a boy.

RALPH KNIGHT, formerly with WING Dayton and WCOL Columbus, Ohio, is new announcer at WOWO and WOWO-FM Fort Wayne, Ind.

JOE GANNON has returned to WSAI Cincinnati as writer-producer after absence of six months. He has been in radio nearly 10 years.

PAUL COLLINS, announcer at WIBG Philadelphia, is the father of a boy born Nov. 13.

HUGH CHAMBERS, freelance announcer in New York, entered Regents Hospital Nov. 19 for an operation.

BUD RICE, announcer-narrator, has joined WBAL Baltimore. Onetime with WHN and WNEW New York, he has been freelancing since release from the short-wave division of AFRS. He served in both ETO and Pacific. His freelance work included narration of both movies and television.

TONY CHASTIN, program director of WFVL Miami Beach, is the father of a girl born Nov. 18.

MARIAN ELLIS, conductor of daily "Home Forum" program on WOWO Fort Wayne, Ind., and **SAMUEL GIFFORD**, announcer and news commentator with that station, were married Nov. 14.

LOUIS A. BREAULT, previously with WFAA Dallas, has been appointed program director of KRIC Beaumont, Tex.

ED BRADY, former AAF captain, has rejoined the announcing staff of KOA Denver.

HAZEL KENYON MARKEL, WTOP Washington director of community service and education, has been appointed secretary of the Washington Chapter of the Women's Reserve Officers Naval Service. She was a Wave lieutenant during the war.

BERNARD MULLINS, manager of special programs at WTIC Hartford, Conn., Nov. 16 gave report on "New Technical Developments in Recordings" at meeting of Connecticut Audio-Visual Education Assn. Meetings are being held by association to discuss progress of education by radio.

BETTY PATTEE has been named director of "Radio Bazaar" program Mon. through Sat. on WTIC Hartford, Conn. Her husband, **FLOYD PATTEE**, is WTIC writer.

DAVID KENT, former continuity director of WTON Staunton, Va., has been named production manager of WROV Roanoke, Va. Station goes on air in December.

MABEL COBB, former writer of the ABC "Lone Ranger" series and at one time with J. Walter Thompson Co., Toronto, and director of CBS "Lux Radio Theatre," Nov. 6 started a new series of programs on WEVD New York titled "Story Editor." Series is heard Wed 8:45-9 p.m.

PATRICIA ANN CURRY, released from the Waves, has been named assistant director of education of WCAU Philadelphia.

DON JOHN ROSS, staff announcer of WMAL Washington, has joined WPIK Alexandria, Va., in same capacity. Army veteran of 3½ years of service, he had been news commentator of OWI New York, working under **COL. THOMAS A. LEWIS**, ex-commandant of AFRS and now with Young & Rubicam. Mr. Ross entered radio at 13 as actor.

HAROLD M. COOK, program director of WHOT South Bend, Ind., has resigned to enter retail hardware business.

WHBC Salute

DISC JOCKEYS across the nation are saluted nightly by Danny Landau, conductor of "The Owls' Club" on WHBC Canton, Ohio. On his record show, aired midnight-1 a.m., Mr. Landau features a different record m.c. each night, plays program theme and gives thumbnail sketch of the artist and station.

TV Slow in Britain

SIR WILLIAM HALEY, director general of BBC, sees no prospect that television will be expanded on a nation-wide scale in Britain in the near future. Speaking in Glasgow Nov. 7, Sir William indicated there was little likelihood Scottish license holders would get video soon. Experimental work to determine the best line of development still is in progress, he said. London, Sir William continued, remains the favored area for television and is the only section likely to be serviced "for some considerable time ahead." Decisions regarding television development in Britain are made by the Postmaster General, who is guided by the Television Advisory Committee.

"Just keep tuned to the News over WFDF Flint, lady."

WAVE AIN'T JUMPING FOR JOY (Ky.)!

We're happy as clams, here at WAVE, and part of the reason is that we don't *have* to gum up our programming, etc., by "jumping" for Joy (Ky.) and all the remote little towns in the State. We *do* jump — like mad — to do a top-notch job in the *Louisville Trading Area*, and WAVE is therefore a favorite in its area (which spends 51.9% as much in retail sales as Kentucky's *total!*) . . . Joy or no Joy, *you'll* be happier with WAVE, too!

LOUISVILLE'S WAVE
NBC AFFILIATE . . 5000 WATTS . . 970 KC
FREE & PETERS, INC.
National Representatives

21 YEARS Young!
WDOD
CHATTANOOGA, TENN.
CBS
5,000 WATTS DAY AND NIGHT
first IN ADVERTISING, LISTENER ACCEPTANCE, AND PUBLIC SERVICE
NATIONAL REPRESENTATIVES • PAUL H. RAYMER CO.

WRRF

IN THE HEART OF THE BRIGHT LEAF TOBACCO BELT

A radio station is only as good as the market in which it is located. WRRF is located in Washington, North Carolina, in heart of Eastern North Carolina's Bright Leaf Tobacco Belt. This region is recognized as one of the most fertile and wealthy agricultural regions in the nation.

It is a market of 600,000 persons with a better than average per capita income that increase year after year. WRRF reaches this "as good as gold" market through 67,000 radio homes. These listeners depend upon WRRF for national programming over the ABC Network. Local advertisers in Eastern North Carolina have long realized that they get the best returns from their advertising dollars when they are used on WRRF.

Write us today for complete information on the wealthy Eastern North Carolina Market.

FORJOE & CO.
National Radio Representatives
NEW YORK • CHICAGO
LOS ANGELES

TAR HEEL
BROADCASTING SYSTEM, INC.
Washington, North Carolina

ALLIED ARTS

CLAUDE BARRERE, former WNBC New York assistant promotion manager and prior to that manager of the syndicated program sales of NBC Radio Recording Division, has joined the National St. Lawrence Assn., New York, as field manager. He will have charge of membership development and also will be active in public, press and radio relations.

RADCLIFFE L. ROMEYN has been appointed factory export manager of Philco International Corp.

EDGAR PARSONS, manager of WLDS Jacksonville, Ill., before his entry into the armed forces, has joined The Fred A. Palmer Co., Cincinnati, station management and operations consultant. Mr. Parsons for 15 years has been active in radio as announcer, salesman, musical director, program and production manager, commercial manager and general manager. In service two years, primarily in radio and public relations, he handled production-announcing on Treasury Dept's. "Here's Your Infantry" show, working with some 300 stations from coast to coast.

Mr. Parsons

ALBERT C. ESSIG, head of his own national agency, has been appointed national sales director of Jerry Fairbanks Inc., theatrical and commercial motion picture firm, Hollywood.

RADIO WRITERS GUILD, Hollywood, has elected MAURICE ZIMM as regional vice president. Seven members elected to local's council include: KATHLEEN HITE, DAVID NOWINGSON, WILTON MERLIN, PAULINE HOPKINS, HARMON ALEXANDER, ARNOLD MARQUIS, JACK ROBINSON. Holdover council members are JOHN BOYLIN, TRUE BOARDMAN and FORREST BURNS.

DON SHARPE, radio director of Frank Vincent, Hollywood talent service, Nov. 9 married BETTY MORAN, freelance radio actress.

ALFRED MORTON, president of National Concert and Artist Corp., New York, is in Hollywood for month overseeing operations there.

HUGH FELTIS, BMB president, will show the new BMB film to the Pittsburgh Radio and Television Club on Nov. 26.

RALPH B. AUSTRIAN, president of RKO Television, is in Mexico City for several months to coordinate the transition from the construction phase to full operational activities of the RKO studios there. While in Mexico Mr. Austrian will study future possibilities for television.

THE ADVERTISING CLUB of New York which has previously held its annual Christmas party at club headquarters, this year will hold a "Gay Nineties Christmas Party" at the Hotel Astor, New York, on Dec. 20, and for the first time ladies will be invited.

Bristol-Myers Renews

BRISTOL-MYERS Co., New York, has renewed its two NBC programs for 52 weeks. Programs are *Duffy's Tavern* 9-9:30 p. m. for Ipana and Trushay, through Young & Rubicam, New York, and *Mr. District Attorney* Wed. 9:30-10 p. m. for Sal Hepatica and Vitalis, through Doherty, Clifford & Shenfield, New York.

WAR CORRESPONDENTS GET THEATRE AWARDS

THEATRE RIBBONS have been authorized for a number of former accredited war correspondents. Those receiving the ribbons, firm, theatre authorizing them follow:

Leslie B. Bain, WIOD Miami, MTO; Bjorn Bjornson, NBC, ETO; W. Wright Bryan, *Atlanta Journal*-WSB, ETO; John B. Bryson, NBC, ABC, ETO; Winston S. Burdett, CBS, ETO; Ned Calmer, CBS, ETO; James L. Cassidy, WLW Cincinnati, ETO; W. W. Chaplin, NBC, ETO; Donald G. Coe, ABC, ETO, MTO; Charles C. Collingwood, CBS, ETO, MTO; George H. Combs Jr., WHN New York, MTO; Rene A. Despouey, NBC, ETO; William R. Downs, CBS, ETO; Farnsworth Fowle, CBS, MTO; E. L. Haaker, NBC, ETO; George F. Hicks, ABC, ETO, MTO; Max Hill, NBC, MTO; Ralph Hollenbeck, NBC, MTO; Richard C. Hottelet, CBS, ETO; Ralph Howard (Peterson), NBC, MTO; Quincy Howe, CBS, MTO; Ann Hunter (Joan Rappaport) WAIT Chicago, ETO; Max Jordan, NBC, ETO; Anton Leader, CBS, MTO; John F. Mac Vane, NBC, ETO, MTO; Ted Malone, ABC, ETO; Arthur Mann, NBC, MTO, ETO; Foster May, WOW Omaha, ETO; George Meier, MBS, ETO; George Moorad, CBS, MTO; Chester Morrison, NBC, MTO; Edward R. Murrow, CBS, ETO.

Jack D. Parker, WJIM Lansing, Mich., ETO; H. A. Peters, ABC, ETO; Herbert H. Plambeck, WOW Omaha, ETO; Roy Porter, NBC, ETO; Clete Roberts, ABC, MTO; William Robson, CBS, MTO; John Royal, NBC, MTO; Eric Sevareid, CBS, ETO, MTO; Charles C. Shaw, CBS, ETO; Robert Shayon, CBS, MTO; John D. Shelley, WHO Des Moines, ETO; William Slocum, CBS, ETO; Howard K. Smith, CBS, ETO; Johannes Steel, WHN New York, MTO; Leland Stowe, NBC, MTO; Frank Telford, Young & Rubicam, MTO; Niles Trammell, NBC, MTO; Thomas Treanor (posthumous) NBC and *Los Angeles Times*, MTO, ETO; John W. Vandercook, NBC, MTO; George Wheeler, NBC, ETO.

KTUL
John Esau
GENERAL MANAGER
5000 WATTS TULSA, OKLAHOMA
FREE AND PETERS, National Representatives

Square the Circle . . .

LISTENER • STATION • ADVERTISER • DEALER

with the SQUARE DEAL STATIONS
. . . for the BEST DEAL all around

WTRY
Albany, Troy, Schenectady
WSYR WELI
Syracuse H. C. WILDER New Haven
President

"BUT, DOCTOR, A NERN STATION SAID THAT ALL THE CARES OF THE DAY SLIPPED AWAY IN THIS NEW BUBBLE BATH."

And rightly so. Consequently, we can't blame Grandpa for taking a swan-dive into the fountain of youth—and staying there. Of course there's good reason to call a doctor when you find an aquatic Rip Van Winkle in your home, but in Grandpa's case it was a NERN station who gave the good word, and in Grandpa's language that was a command. When he comes out—if ever—Mrs. Winkle can use that new tub cleaner which a NERN station told her about the other day.

NERN STATIONS

	Frequency	Watts	
WBZ	1030	50,000	Boston, Mass.
WCSH	970	5,000	Portland, Maine
WJAR	920	5,000	Providence, R. I.
WLBZ	620	5,000	Bangor, Maine
WRDO	1400	250	Augusta, Maine
WTIC	1080	50,000	Hartford, Conn.

— These stations are NBC affiliates and carry the nation's popular top-ranking shows.

— These stations represent over twice the power of any other combination in the area.

NERN COVERAGE

New England — where 97.4% of the population listens regularly to NERN.

New England — where 8% of the nation's retailed goods are consumed annually.

New England — where 11% of the capital resources of U. S. banks are held.

NERN TIME

A day-time quarter-hour costs only $296.

No line charges.

Free studio facilities in Boston, Hartford or New York.

Nationally represented by

WEED & COMPANY

New York Boston Chicago Atlanta Detroit San Francisco Hollywood

'WHEN YOU BUY NERN YOU BUY A NETWORK'

nern

HARTFORD, CONNECTICUT

Gosh, we can't help it if you can't buy—

"The Quiz of Two Cities"

AN AL BUFFINGTON COMPANY CREATION

Fact is, the Lambert and Feasley Advertising Agency for Listerine Toothpaste just bought exclusive rights to the remainder of the country on the show that seems destined to last as long as the American love of competition itself. More than a radio show, the "Quiz of Two Cities" has proved itself for nine years to be a new type of competitive sport, currently capturing thousands of home town rooters in the following markets:

WFBR, Baltimore—WOL, Washington
KFRC, San Francisco—KHJ, Los Angeles
KOMO, Seattle—KGW, Portland
WCCO, Minneapolis—St. Paul
WOW, Omaha — WHO, Des Moines
KTUL, Tulsa—WKY, Oklahoma City
KRLD, Dallas—Fort Worth
KTRH, Houston—WWL, New Orleans
WNAC, Boston—WEAN, Providence
WAPI, Birmingham—WGST, Atlanta
WBT, Charlotte — WRVA, Richmond
WOR, New York—WGN, Chicago
WGAR, Cleveland—WJR, Detroit
WHAM, Rochester—WBEN, Buffalo
WTIC, Hartford—Springfield
KMOX, St. Louis (Intra City)

BUT LOOK WHAT YOU CAN BUY!

Not one, but a *dozen* sales-tested programs built for specific advertisers, complete with presentations and personalized station binders ready to show and convince the hesitant client. It's our—

"Shows Geared for Selling"

Brochure that accomplishes the all-important task of coordinating sales with production. On the national market just one month, twelve stations already have signed for this exclusive service: WFBR, Baltimore, WWDC, Washington, KSDJ, San Diego, WMTW, Portland, Maine, WCHA, Chambersburg, Pa., WRNL, Richmond, Va., WDEL, Wilmington, Del., WORK, York, Pa., WGAL, Lancaster, Pa., WKBO, Harrisburg, Pa., WRAW, Reading, Pa., WEST, Easton, Pa.

Fees are small. A letter or call will rush you complete details.

"Shows Geared For Selling"

THE AL BUFFINGTON CO.
2104 North Charles St.
Baltimore 18, Maryland

Boston Colleges Launch Education-by-Radio Plan

AMBITIOUS project in adult education by radio is to be undertaken by six Greater Boston colleges under auspices of Lowell Institute. Joint announcement of the plan, whose purpose is to make available to New England radio listeners the combined cultural resources of participating universities, was made by Ralph Lowell, trustee of Lowell Institute, and presidents of the six colleges—Harvard U., Massachusetts Institute of Technology, Boston College, Northeastern U., Tufts College and Boston U.

The Lowell Institute Cooperative Broadcasting Council has been formed to present the special educational programs over Boston stations. Parker Wheatley, formerly radio director at Northwestern U., Evanston, Ill., and until recently in charge of educational broadcasting for the Armed Forces Radio Service, is director of the Council. George W. Slade, now educational director of WBZ Boston and WBZA Springfield, Mass., will join the Council Dec. 1 as assistant director.

Phone Service to Autos Previewed in New York

THE NEW YORK Telephone Co. last week previewed its new vehicular radio telephone service which will begin on a regular commercial basis Tuesday, when 20 specially equipped automobiles inaugurate the novel telephonic development.

The system uses one frequency in the regular mobile radio band of 152-162 mc provided for the service by the FCC. Range of operation is said to be 25 to 35 miles from the center of Manhattan.

Three classes of service are being offered. Two-way linkage between cars and land phones, or between cars or trucks in pairs; two-way dispatch service between a subscriber's office and trucks only; and a one-way signalling service to mobile units to notify drivers to comply with pre-arranged instructions.

WNEW Names Herbert V. P. in Charge of Sales

IRA M. HERBERT, former WNEW New York national sales director, has been appointed vice president in charge of sales of the station. Mr. Herbert joined WNEW in June 1945, and prior to that was assistant sales director of WHN New York.

Edward Langley, former free-lance writer, has joined WNEW's production staff, and Bill Griffin, formerly of the station's production department, has replaced Alice Glashow, who has resigned, as traffic manager of the station.

Jean Enzinger, formerly on the society page staff of the *Herald American*, Chicago, has joined the WNEW continuity department.

TURNTABLE

TRANSCRIPTIONS • RECORDINGS • LIBRARIES

ARTHUR ZIPSER, formerly head of his own literary agency, and **W. PATRICK BURKHARDT**, previously with Hiram D. Rickert Productions, New York, have formed Zipser and Burkhardt, 1323 Avenue of the Americas, New York. New firm will produce and sell recorded radio shows and commercials.

COLUMBIA RECORDING Corp., New York, has completed series of five-minute transcriptions for Smith College, Northampton, Mass., to promote $7 million contribution campaign for new buildings, remodeling, etc. Transcriptions are being distributed to Smith alumnae associations throughout country to be placed on local stations.

RICHARD S. TESTUT, vice president and general manager of Associated Program Service, New York, has been elected a member of the board of directors of the firm. Before joining Associated in April 1946, Mr. Testut spent 11 years with the Scott Paper Co. as an administrative and promotion executive. During the war he was assistant director of field development, in charge of the national field staff, for the Committee for Economic Development.

Mr. Testut

JACK CRAMER of Music Corporation of America, Hollywood, is the father of a girl.

MIKE ELLIOTT, former sales promotion manager with Musicraft Corp., New York, has joined Larry Finley Co., New York, as general sales manager.

HAL WILSON PRODUCTIONS, Hollywood, is preparing new transcribed series based on dreams. Titled "The Unknown World," program has resulted in research yielding cases of some 200 dreams come true.

BERYL L. REUBENS, formerly in charge of publicity and advertising for Empire Airlines, New York, has joined the publicity staff of Columbia Recording Corp., New York. Mr. Reubens was a public relations officer in the Army, and prior to that was a member of the advertising staff of Parents Magazine.

OVERTON W. GANONG has been named manager of new Capitol Records branch office in New Orleans, opened Nov. 18.

Three New Outlets Added By Mexico Under NARBA

THREE NEW stations to begin operations April 1, 1947 were announced by Mexico under terms of the North American Regional Broadcasting Agreement. Two of the stations earlier had been announced for frequencies from which they had been moved. The notifications:

840 kc—XEBA Guadalajara, Jalisco, 250 w daytime, Class II; XELT Guadalajara (shifted to 920 kc).
920 kc—XELT Guadalajara, Jalisco, 250 w unlimited, Class IV.
1270 kc—XEBA C. Guzman, Jalisco, (shifted to 840 kc and location changed).
1280 kc—XEBW Chihuahua, Chi., 1 kw DA night unlimited, Class III-B.

Fry Leaves BBC

STEPHEN FRY, program operations manager for the BBC in North America, has resigned effective Nov. 21. Beginning in early December Mr. Fry will conduct a course in international radio at the American Theatre Wing, New York. Mr. Fry will be replaced at BBC by a member of the network's staff from England.

COVERAGE?
RATINGS?
SALES?
SERVICE?

CHOOSE YOUR OWN YARDSTICK . . .
CFRB WILL STAND ON THE FACTS!

Do you want to reach a mass audience, over a wide area, at the lowest per-thousand cost? BBM PROVES that ***CFRB delivers the widest coverage in Canada's richest market!***

Do you check popularity? The figures show that ***CFRB consistently broadcasts most of the shows to which most of the people listen!***

Do you watch results? Ask our year-after-year advertisers who know that ***CFRB makes SALES because it combines coverage and popularity!***

But stop, you say . . . I'm just a *listener*. What of me? For you, too, we are proud of our past record, alert in our future plans. CFRB is an independent community station. It pays taxes, receives not a penny in license-fee subsidies. But ***CFRB has a community SERVICE record second to none!***

We are vitally interested in the problems of both majorities and minorities. We broadcast special news, support charities, rise to civic emergencies, carry expensive services which bring the best in the continent's music and fun and inspiration right into your home . . . FREE. If only you could see the letters, letters, letters of appreciation in our files!

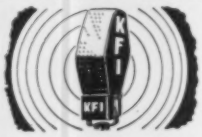
Yes, choose your own yardstick . . .
CFRB will stand on the FACTS!

CFRB

CFRB went on the air in 1926. In radio, twenty years is a lot of experience. We are using it now to plan for 1966!

ONTARIO'S FAVOURITE RADIO STATION!

ABOUT MARKETS SALESMANSHIP & SUCH



Latest population estimate for Southern California (and a goodly portion of KFI's Primary Area) is 5,243,000...more than 31% over the 1940 Census. We'll grant you that not all of these new residents will remain nor will all those remaining be certain prospects for every seller's product. But one thing is sure. Southern California will be a greater market for all food lines these many years to come. And that little word *food* should bring to mind KFI's super-salesman for grocery products—ART BAKER! This gentleman with the friendly voice recently celebrated his eighth consecutive year on KFI with the ART BAKER NOTEBOOK—indubitably the most outstanding participating program heard in your Number Three market. ART has long done a knock-out job with food accounts and his files contain a list of glowing testimonials as long as the Browns in the phone directory. In fact ART BAKER NOTEBOOK now accepts grocery product participations exclusively, and his Hooper is an eye-opener. Why not check KFI Sales or Edward Petry Co. for all the facts on ART BAKER.

POPULAR PHILLIPS

Tops among the night disc programs that KFI's Bob Phillips conducts is a half hour show bearing the title of "Music For Dreaming." Airing from 1:00 to 1:30 a.m., this program (strictly on the sentimental side) pulls an unsolicited mail response of over one thousand monthly!

CLEAR CHANNEL
640 KILOCYCLES **KFI** 50,000 WATTS
Earle C. Anthony, Inc.
NBC for LOS ANGELES
Represented Nationally by Edward Petry and Company, Inc.

PROGRAMS

FULL hour Mon. through Fri. program, "Christmas Express," starts Nov. 26 on WKXL Concord, N. H., taking listeners on tours through Concord stores to promote Christmas gift sales.

Grid Variations

CBS last Saturday (Nov. 23) was to try something new in football broadcasting when it broadcast two games at the same time. Red Barber went on the air at 2 p.m., announcing a play-by-play account of the Ohio State-Michigan game. At 2:30 p.m. Gene Shumate of KSO Des Moines went on the air with a description of the Illinois-Northwestern game. The network switched alternately throughout the afternoon to the two games, bringing listeners intermittent play-by-play accounts of the two sectional grid contests.

Public Opinion Check

PUBLIC OPINION questions are now being aired weekly on "What Do You Think," new half-hour program on CJCA Edmonton, Alta. Program is sponsored by Hudson Bay Co., Edmonton department store. Public opinion is sought through newspaper ballots on questions of local and national importance. Answers received are compiled during the week. Then contestants at the broadcast are asked the same questions and if their answers check with those compiled from the newspaper ballots received, the contestant receives a prize.

Harvard Forum

STUDENT directors and faculty of Harvard Law School have arranged a series of eight feature programs, "Harvard Law School Forum," for presentation weekly on WHDH Boston. Views of internationally known leaders are heard on current controversial issues on the new series started Nov. 15. Among those participating are Edward Stettinius, Philip Wylie, Owen J. Roberts, Robert M. Hutchins, John G. Winant, Thurman Arnold, George Soule, John Fisher, F. C. S. Northrop, Donald Richberg, Leo Wollman and others. Format includes audience participation.

Students on WHYN

PUBLIC school children are participating in new series of programs started by WHYN Holyoke, Mass., in conjunction with the school department and the Junior League of Holyoke. Heard Thurs. 9-9:15 a.m. the informal, unrehearsed format series shows what the Holyoke schools are doing in education field. Students gather in assembly halls to hear broadcast.

Report by WMCA

APPROXIMATELY 45 hours weekly of blocked time has been sold by WMCA New York, according to station's semi-monthly report released Nov. 15. Following firms have bought participations, spots, and recorded periods: Strauss Stores, Robert Hall Clothes, J. Laskin & Sons Corp., Society for Ethical Culture of New York, Durex Blade Corp., Universal Pictures, Chase National Bank, Buddy Lee Clothes, Franklin-Simon Co.

KFBK School Shows

COOPERATING with local school system, KFBK Sacramento, Calif., has started four weekly "KFBK Goes To School" in 15-minute format. Tuesday show is "Books Bring Adventure," dramatizations of favorite children's stories. "Lands Away" broadcasts on Wednesday is children's approach to geography of distant places. "Life for Wild Life" aired Thursday is concerned with habits of wild life and need for conservation. Friday programs are rebroadcasts of wire-recorded programs developed in classrooms of city on variety of subjects.

Radio's Job Discussed

NOV. 19 topic of "Rutgers U. Forum" on WAAT Newark, N. J., was "How can radio best serve in the public interest." Participating in discussion were Marguerite Kirk, director of the department of libraries, visual aids and radio for Newark Board of Education; Reggie Morgan, vice president in charge of radio commercial for Ruthrauff & Ryan; Elliott M. Sanger, executive vice president of WQXR New York, and Jerry Baker, program director of WCTC New Brunswick. Marshall G. Rothen, director of broadcasting at Rutgers, is program moderator.

Symphony on WFAA

DALLAS Symphony Orchestra Dec. 5 10:15-11:15 p.m. presents first of current season's series of broadcasts on WFAA that city under cooperative sponsorship of Dallas Morning News, Neiman-Marcus, Sanger Bros., Lone Star Gas Tex-O-Kan, T & P Railway, Dallas Power and Light Co., Byer-Rolnick Co., The Hagger Co. and Nardis Sportswear, Dallas.

Industry Survey

BUILT on basis of conferences with company officials and visits to different industries in western Michigan, new program series titled "Western Michigan at Work" has been started by WKZO Kalamazoo. In addition to descriptions of operations, interviews with workers and executives are presented.

Johns Hopkins Forum

STUDENTS from various departments of Johns Hopkins U., Baltimore, are participating on new Wednesday night forum discussion program on WFBR Baltimore. Titled "Johns Hopkins Forum," the 13-week series considers world problems. No written scripts are used on program.

Hobby Interviews

DESIGNED to create interest in hobbies among children of school age new weekly program on WHBC Canton, Ohio, "What's Your Hobby?" features interviews with youthful hobbyists. Program is presented under the auspices of the Canton Junior League.

Choirs on WFBL

SERIES of quarter-hour Sunday morning programs has been started on WFBL Syracuse under auspices of Syracuse Council of Churches. Titled "The Choir Loft," program weekly features choir of a different local church.

Expands School Shows

EXPANDED series of programs from public schools has been scheduled by KTBC Austin, Tex., this year with four programs regularly presented by students from the schools. One of the programs, in evening period, features 360-voice a capella student choir.

Changes in Cast

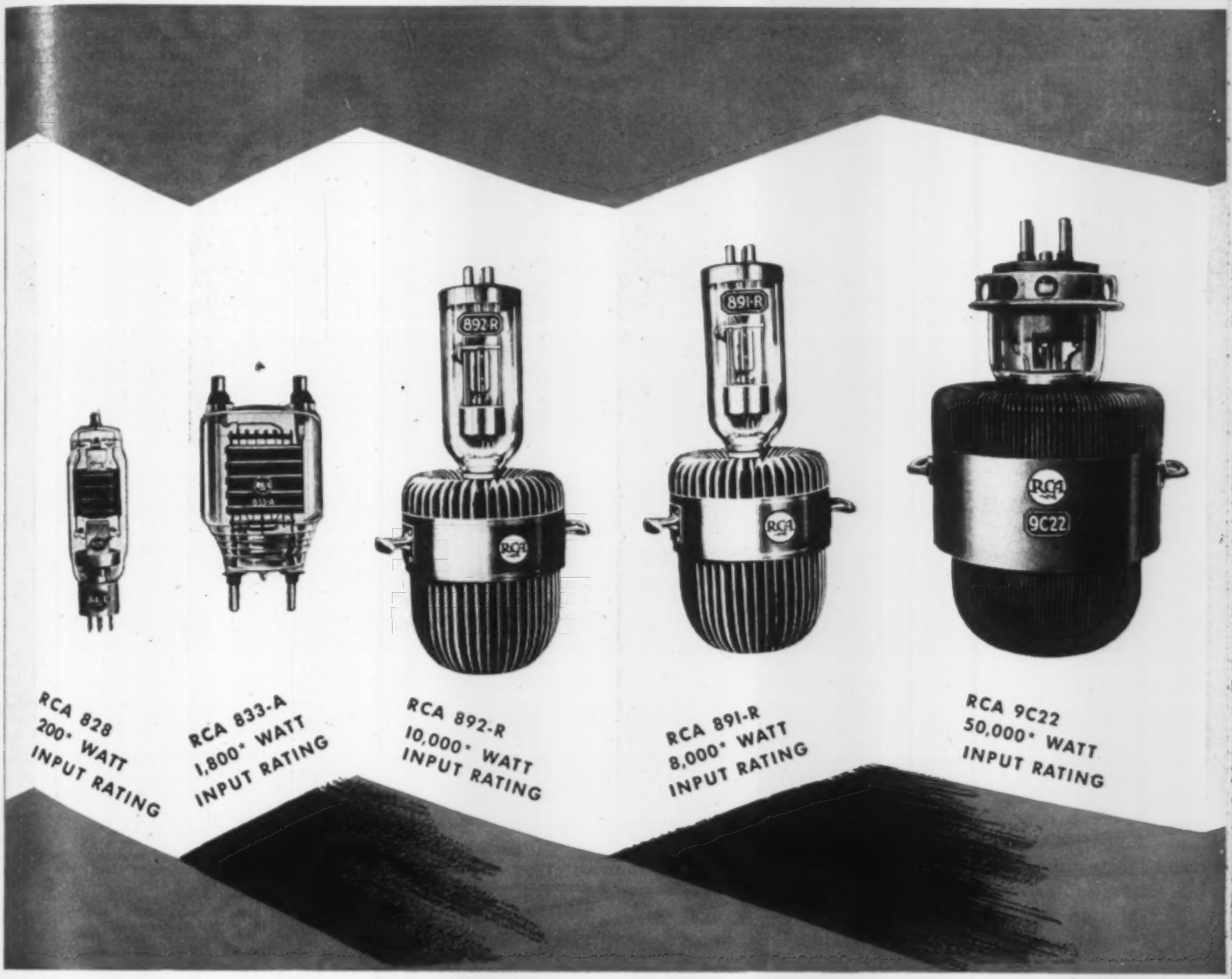
NBC "Don Ameche Show" Dec. 15 makes changes in its cast with introduction of Danny Thomas, Frances Langford, and Phil Rapp as writer. Dropped are Pinky Lee, Joanell James and Hal Kanter. Remaining are Don Ameche, Jerry Seelen as special lyric writer and Carleton Alsop as producer.

ZIA NETWORK

WHAT IS IT?

ASK ANY HOMER GRIFFITH MAN!

The Key to the El Paso Market
KROD
CBS 600 KC
Represented Nationally by Taylor-Howe-Snowden



*For Class C Telephony

The Standard of Comparison in AM Broadcasting

YEAR AFTER YEAR, these RCA-developed power tubes set the pace in value, performance and quality in AM broadcasting. No tubes offer a better example of engineering excellence coupled with true operating economy.

Today, hundreds of these tubes are demonstrating their long life and dependability in broadcasting service—other hundreds in industrial electronic heating equipment.

The ever-increasing demand for these tube types has permitted RCA to introduce improved manufacturing and quality-control techniques that have resulted in greater performance for the same dollar.

Comparison will convince you that, when renewal tubes are required for your transmitter, you'll gain by specifying RCA.

For technical data on any RCA tube type, write RCA, Commercial Engineering Department, Section B-2K, Harrison, N. J.

THE FOUNTAINHEAD OF MODERN TUBE DEVELOPMENT IS RCA

TUBE DEPARTMENT

RADIO CORPORATION of AMERICA

HARRISON, N. J.

Sponsors

AMERICAN HOME FOODS, New York, for G. Washington Coffee, has appointed Earl Bothwell Adv., New York as advertising agency effective Jan. 1. Firm currently sponsors CBS "Surprise Party" Tues.-Thurs. 3-3:30 p.m. for G. Washington Coffee through Ruthrauff & Ryan, New York.

A. L. NICKERSON, chairman of Vacuum Oil Co., has been elected a director of Socony Oil Co., New York.

NEDICK'S STORES, New York, beginning Dec. 3 will sponsor broadcasts of the intersectional collegiate basketball competition at Madison Square Garden on WHN New York. The schedule includes more than 30 nights of college basketball, beginning at 9 p.m. each evening with Connie Desmond and Marty Glickman giving play-by-play accounts. Agency is Weiss & Geller, New York.

HARRISON COLSON, former commentator of WHAS Louisville, has been appointed director of public relations for the Committee of Kentucky.

AMERICAN OIL Co., sponsor of ABC "Professor Quiz" program, will eliminate all commercial announcements during the broadcast Thanksgiving evening. Show will originate at Grange Hall, Copake, N. Y., near home of Professor Quiz.

FRED ASTAIRE Dance Studios Corp., New York, has appointed J. Walter Thompson Co., New York, to handle advertising. The firm, headed by **FRED ASTAIRE,** president, and **CHARLES L. CASANAVE,** former president of his own motion picture firm, Casanave-Artlee Inc., as vice president and general manager, will open its first studio in New York and later plans to branch out nationally. Advertising appropriation has not been set.

D AND S SALES Co., Philadelphia (mail order firm), has appointed Videor Enterprises, that city, to handle advertising. Radio is being planned.

V. F. LARSEN Co., personnel and vocational guidance consultant, and McFarlane Wholesale Meat Co., Salt Lake City, have appointed Cooper & Crowe Adv. that city to handle advertising. Radio is being considered.

MARSHALL & CLAMPETT, Los Angeles and Long Beach, Calif. (Plymouth & De Soto dealer), adding to regional campaign, on Nov. 18 started spot announcement schedules on KHJ KECA KXLA KFOX KFWB KFAC KGFJ KLAC KRKD. Contracts are for six weeks. Agency is Smith, Bull & McCreery, Hollywood.

ROBIN HOOD FLOUR MILLS, Montreal, has started newscasts on a number of western Canadian stations. Agency is Young & Rubicam, Montreal.

RELIABLE TOY Co., Toronto, has started transcribed dramatized spot announcements on 15 Canadian stations. Agency is Ronalds Adv., Toronto.

BILTMORE HATS, Guelph, Ont., (men's hats), has started flash announcements on 20 Canadian stations. Agency is McKim Adv., Toronto.

GILLETTE SAFETY RAZOR Co., Montreal, Nov. 30 will broadcast Dominion Football Assn. championship game on 29 Dominion network stations, Sat. 1:45 p.m. to end of game. Agency is MacLaren Adv., Toronto.

HAKIM-LITVAK, Hollywood, has appointed Foote, Cone & Belding, that city, to handle national advertising campaign for "The Long Night."

KELLY CAR Co., Los Angeles (used cars), Nov. 18 started spot schedule of 160 announcements weekly on KNX KFI KHJ KECA KLAC KMPC KFWB KFVD KRKD KXLA KFAC. Contract is for 52 weeks. Agency is The Tullis Co., Los Angeles.

B. F. GOODRICH Co., Akron, has appointed Griswold-Eshelman Co., Cleveland, to handle advertising for its Shoe Products Division.

GALLOWHUR CHEMICAL Corp., New York (Skat, insect repellent), has appointed Buchanan & Co., New York, to handle advertising campaign. Complete merchandising and advertising plans are to be announced shortly.

JOHN C. DOORTY, former account executive of BBDO New York, has joined Shulton Inc., New York soap manufacturer, as advertising director.

ARTHUR H. ROGOW, after four years of service with the Army as a colonel in the Quartermaster Corps and before that general manager of Sears-Roebuck Co. stores in metropolitan Boston, has joined Eversharp Inc., New York, as vice president in charge of merchandising.

W. F. BARTON & Son, Oakland (hatchery equipment manufacturer's agent), has placed its account with Ad Fried Adv., Oakland, as has Van S. Labs, that city (drugs and cosmetics manufacturer). Both plan radio.

Presents Talent

AL BERKMAN STUDIOS, Philadelphia, theatrical agency, becomes radio advertiser with sponsorship on WIP Philadelphia of Monday evening "The Talent Show Case of the Air." Program originates live from agency studios.

Network Accounts

New Business

STERLING DRUG Co., New York (Bayer Aspirin), Dec. 9 for 52 weeks starts "Rise and Shine" on 40 Don Lee Pacific stations, Mon. through Sat. 7:15-7:30 a.m. (PST). Agency: Dancer-Fitzgerald-Sample, N. Y.

PETER PAUL Inc., Naugatuck, Conn. (candy, gum), Nov. 12 for 52 weeks started "Bob Garred-News" on 12 CBS Pacific stations, Tues.-Thurs.-Sat. 7:30-7:45 a.m. (PST). Agency: Brisacher, Van Norden & Staff, Los Angeles.

Renewal Account

STERLING DRUG Co., Windsor, Ont. (Phillips Milk of Magnesia) Jan. 24, 1947, renews for one year "Waltz Time" on 32 Trans-Canada network stations, Fri. 9:30-10 p.m. Agency: Dancer-Fitzgerald-Sample, Chicago.

Adds Tele Sponsors

ABC ANNOUNCED the sale of two more television shows in Chicago last week bringing a total of 5½ hours of live sponsored shows weekly on WBKB Chicago. Henry C. Lytton & Sons, Chicago men's store, will sponsor ABC's telecasts of the Sunday hockey games of the Chicago Blackhawks effective Nov. 24 for 14 weeks. Commercials will be handled through Ruthrauff & Ryan, Chicago. Second sale, *Stump the Authors,* an audience participation show which ABC has been telecasting since Sept. 6 on a sustaining basis, was purchased by Television Assoc., a video packaging and servicing company under the direction of Capt. William C. Eddy, WBKB director. Television Assoc. begins sponsorship on Nov. 29, 9-9:30 p. m. (CST) continuing for an indefinite period.

Get your FM transmitter on the air NOW!

New Type "1200" Andrew Folded Quadrupole FM Antennas Immediately Available

The revenue you'll lose waiting six months or more for a permanent FM antenna can never be made up. The delay may jeopardize your license.

This Andrew "1200" Folded Quadrupole is an emergency rig, ideal for stand-by use after your permanent antenna installation is made . . . and it's available now . . . enabling you to go on the air almost immediately.

The "1200" is a small, light folded dipole turnstile. It weighs less than fifteen pounds making it easy to install on any existing support. Its exposed surface, to wind from any direction, is less than a square foot.

Two FM installations now are using these radiators with FCC approval. Each antenna is factory tuned to the center of your specified channel, and an individually measured radiation pattern is supplied.

The type"1200"FM antenna is priced at only $200.00 f.o.b. factory. For further information write for bulletin No. 46 — or wire your order now for shipment within seven days. RG20/U, available at $1.25 per foot, or the permanent line will feed the antenna.

PROMPT FACTORY INSTALLATION SERVICE AVAILABLE

Andrew installation experts are available to handle all types of equipment, antenna, transmission line transmitter, studio equipment, or a complete turnkey job. Full information will be supplied on request.

ANDREW

ANDREW CO. 363 E. 75th ST. • CHICAGO 19, ILL.

Pioneer Specialists in the Manufacture of A Complete Line of Antenna Equipment

New Columbus, Ga., FM Station Takes the Air

WRBL-FM Columbus, first commercial FM station in Georgia, was scheduled to go on the air Nov. 18, operating on 96.7 mc. Station is owned by Columbus Broadcasting Co., operators of WRBL since 1928. WRBL-FM power is 250 w and the station management states that permanent installations for extension to a metropolitan station of 3,000 w will be under way soon.

WRBL's studios have been remodeled for dual and duplicating program operation. Existing programs heard regularly on WRBL will be broadcast for several hours each day on a duplicating basis by WRBL-FM, while separate operation of the FM station has been set for 1-4 p.m. and 5:30-7:30 p.m. daily. WRBL-FM is using General Electric equipment.

J. W. Woodruff, general manager, and J. W. Woodruff Jr., executive manager of both AM and FM units of WRBL, are expecting a decision shortly on FCC's recent proposal for a 5,000 w grant to WRBL on a frequency of 1420 kc.

Hurd Named to Foreign Trade Committee, NAMA

ARTHUR HURD, director of media research for J. Walter Thompson Co., New York, has been appointed chairman of the Foreign Trade Committee of the National American Marketing Assn. by Lyman L. Hill, president.

Mr. Hurd

The objective of the committee is to prepare an analysis of foreign markets for United States exports; to outline the sales channels and advertising and promotion facilities available for selling U. S. products in foreign markets and to outline the place and function of marketing in world trade.

Dr. Vergil D. Reed, associate director of research, for J. Walter Thompson, will act as general consultant to the Foreign Trade Committee.

Former WEC Executive, C. E. Stephens, 63, Dies

CHARLES E. STEPHENS, 63, former vice president of the Westinghouse Electric Corp., New York, at the time of his retirement last year, died Nov. 19 at his winter residence in Delray Beach, Fla. His home was in East Orange, N. J.

Joining Westinghouse in 1900 as an apprentice in the engineering department, Mr. Stephens worked his way up, becoming manager of the supply department, then Eastern district manager, finally commercial vice president. He was elected vice president of the organization in 1932.

TECHNICAL

R. C. OSBORN, chief of the Eureka Engineering Division of the Eureka Williams Corp., has been awarded the Naval Ordnance Development Award emblem for his contribution to the development of the radio proximity fuse during the war.

FRANK KENNEDY, chief engineer of Don Lee Broadcasting System, Hollywood, is convalescing at Monte Sano Hospital, Los Angeles, following surgery.

SOUND APPARATUS Co., New York, has developed a twin-recorder which makes simultaneously two records of the same or different phenomena. Recorder is built in rack form, 12¼ by 19 inches. Two synchronous motors are employed, one for the writing pens and one for the two chart speeds. Machine produces graphic recordings and duplicate records in one run.

CHARLES KELLY, operations manager of WTTG Washington, DuMont television outlet, is to instruct in television at Southeastern U., that city, beginning in January.

FRANKLIN SHELLY, engineer at WENY Elmira, N. Y., is the father of a girl.

HERMAN GOODSTINE, control room operator at WDRC Hartford, Conn., is the father of a girl, Lynette Barbara.

PHILIP LAESER, supervisor of FM and television engineering and **EDWARD CORDES**, chief construction engineer, WTMJ-FM Milwaukee, arranged and presented educational demonstration in FM to more than 300 science teachers attending annual Wisconsin State Teachers Convention at Marquette U.

M. J. EASTERWOOD, formerly with KSKY Dallas, has been named chief engineer of KRIC Beaumont, Tex.

ALFRED STILL, retired professor of electrical engineering at Purdue U., is author of new book, "Communications Through the Ages, From Sign Language to Television," published Nov. 21 by Murray Hill Books Inc., New York.

EUGENE C. PHILLIPPI, member of the technical staff of KDYL Salt Lake City, and **MARY JANE HOLM**, KDYL writer-artist, have been married.

PAUL BARTHOLOMEAUX, engineer of KVOA Tuscon, Ariz., is the father of a girl.

DUNCAN CHURCH has joined the engineering staff of CHAT Medicine Hat, Alta.

RICHARD SUNIER, former student engineer at WBAA West Lafayette, Ind., has joined the technical staff of WOWO Fort Wayne as operator.

TOM RAZOVICH, engineer of KFRC San Francisco, has married Helen Maisbury. Latter was identified incorrectly Nov. 11 as Helen Raynar.

CKWX Vancouver expects to inaugurate its new 5 kw transmitter Dec. 1. Transmitter was originally to have been in operation by Sept. 1, but strikes and building equipment shortages have delayed installation.

FRESS WIRELESS has filed application with FCC for a license to furnish deferred commercial service in addition to its present press service. Proposed service would give priority to all press traffic on Press Wireless circuits.

F.M. Profits TELEVISION Facsimile IMPROVED SALES TECHNIQUE Reduced Operating Costs

A.M. RATE STUDIES Programming CONSTRUCTION STAFFING Surveys TRAFFIC CONTROL

DO YOU KNOW THE ANSWERS?

The Fred A. Palmer Co., pioneer consulting organization, offers to both proposed, and operating AM and FM stations, a background of 75 combined years of management and operating experience. This includes the building of stations from the initial application, through hearings, construction, programming, staffing, sales, to continued profitable operation.

In addition, the service provides regular comparative operating data from hundreds of stations with which we are constantly in close contact, thus insuring an essential supplementary service which progressive station management should have.

FOR PROPOSED OPERATIONS

- 1. Preliminary Surveys
- 2. Preparation of Operations phase of Applications
- 3. Physical requirements
- 4. Rate studies, and preparation of forms, contracts, rate cards
- 5. Staffing and sales training
- 6. Program planning and development
- 7. Station promotion and Public relations
- 8. Traffic control systems
- 9. Financial control methods
- 10. Continuing annual (or oftener) financial and operating studies
- 11. Continuing overall "on-the-job" consultation service

FOR EXISTING OPERATIONS

- 1. Monthly operations clinics with station personnel
- 2. Sales training and development
- 3. Advertising and promotion
- 4. Program planning and development
- 5. Traffic Control Systems
- 6. Personnel and job analyses and recommendations
- 7. Annual overall management and operations check-up
- 8. Comparative financial and sales analyses of other stations in the same class

NOTE: We work closely with the stations' legal and engineering advisors—but do neither of these functions.

WE INVITE INQUIRIES FROM STATION MANAGEMENT AND OPERATING HEADS. PRELIMINARY CONFERENCE IN YOUR OFFICES OR OURS.

THE Fred. A. Palmer CO.

RADIO STATION MANAGEMENT AND OPERATION CONSULTANTS

UNION TRUST BLDG., CINCINNATI 2, OHIO

GREENVILLE, S. C.
A SHORT HOP to SHOP

for 123,000 PEOPLE

Over 123,000 people live within a shopping radius of 10 miles of Greenville—711,711 people live within an easy-driving distance of 50 miles. That's why Greenville's retail sales are higher than many cities of 100,000 population.

WFBC

GREENVILLE, S. C.

NBC 5,000 Watts

LEWIS H. AVERY, Inc.

Most Powerful Station In Western Carolinas

DOMINATES YOUR TOP MARKET!

GREENVILLE IS A 100,000+ MARKET 1ST IN SOUTH CAROLINA

Nov. 15 Decisions . . .

BY COMMISSION EN BANC

AM—1450 kc

Western Montana Associates, Missoula, Mont.—Granted CP for a new station to operate on 1450 kc, 250 w, unlimited time; conditions (Comr. Durr for hearing).

AM—730 kc

WTIK Durham, N. C.—Granted CP to increase power from 500 w to 1 kw, and change type of transmitter, operating on 730 kc, daytime only.

Petition

WEMP Milwaukee, Wis.—Dismissed petition for rehearing or reconsideration directed against the Commission's action of Sept. 5 denying petition of Glenn D. Roberts, et al, to reinstate its application for CP.

AM—1270 kc

Lebanon Bcstg. Co., Lebanon, Pa.—Granted license to cover CP which authorized a new station to operate on 1270 kc, 1 kw, daytime only.

AM—730 kc

Liberty Bcstg. Co., Pittsburgh, Pa.—Granted request of Liberty Bcstg. Co. for severance of its AM application from its FM application, proposed to be denied, and grant the AM application. The Commission adopted an order making final the grant of application for a new AM station to operate on 730 kc, 1 kw, daytime only (Comr. Durr not participating).

AM—1010 kc

Albermarle Bcstg. Co., Albermarle, N. C.—Granted CP for a new station to operate on 1010 kc, 1 kw, daytime only; conditions.

AM—750 kc

Democrat Printing Co., Durant, Okla.—Granted CP for a new station to operate on 750 kc, 250, daytime only.

AM—840 kc

Okla. Agricultural and Mech. College, Stillwater, Okla.—Granted CP for a new station to operate on 840 kc, 10 kw, daytime only.

AM—910 kc

KVAN Vancouver, Wash.—Granted CP to increase power of KVAN from 500 w to 1 kw, install a new transmitter, change transmitter location, install DA for day and night use, and change time of operation from daytime to unlimited, subject to engineering conditions.

AM—780 kc

Stillwater Publishing Co., Stillwater, Okla.—Granted modification of CP to change frequency from 840 to 780 kc.

Modification of CP

WLOW Portsmouth, Va.—Granted modification of CP to change studio location from Portsmouth to Norfolk, Va.

WJHP Jacksonville, Fla.—Granted modification of CP to make changes in directional antenna for night use and to mount FM antenna on top of one element and television antenna on the other, subject to engineering conditions.

Station Deletion

WPNA Alpena, Mich.—Granted authority to withdraw application for a new station granted May 24, 1946, and delete all records relative thereto. Permittee states as reason for deletion that "the city of Alpena is not able to support two broadcast stations."

Petition

Clear Channel Bcstg. Service—Denied petition requesting that the Commission reconsider its action of June 21, 1946, whereby it adopted a policy of considering on their individual merits applications involving use of 1-A channels, daytime or limited time, where the proposed station is 750 miles or less from the dominant 1-A station using a non-directional antenna on frequency requested, etc. Written opinion to be issued.

ACTIONS OF THE FCC

NOVEMBER 15 to NOVEMBER 21

AM—1490 kc

Morrisville Bcstg. Co., Morrisville, Pa.—Granted CP for a new station to operate on 1490 kc, 250 w, unlimited time.

AM—1000 kc

Lackawanna Valley Radio, Scranton, Pa.—Granted CP for a new station to operate on 1000 kc, 1 kw, daytime only; conditions.

AM—1250 kc

Virginia-Carolina Bcstg. Corp., Danville, Va.—Granted CP for a new station to operate on 1250 kc, 1 kw night, 5 kw-LS, unlimited time, DA-night, provided permittee agrees to satisfy legitimate complaints resulting from blanket interference occurring within the 250 mv/m contour, and subject to the condition that Allen S. Clarke dispose of his interest in WBTM, Danville, Va.

Transfer of Control

KSOO Sioux Falls, So. Dak.—Granted consent to involuntary transfer of control of Sioux Falls Broadcast Assn. Inc., licensee of KSOO, from the estate of Joseph Henkins deceased, to Morton H. and Ruth J. Henkin, (beneficiaries under the will of their deceased father).

AM—1140 kc

WSIV Pekin, Ill.—Granted CP to increase power from 250 w to 1 kw, and change type of transmitter, operating on 1140 kc.

AM—1380 kc

WTSP St. Petersburg, Fla.—Granted CP to increase power from 500 w, 1 kw-LS, to 5 kw, DA-night; install a new transmitter and change antenna system of station operating on 1380 kc (Comr. Durr for hearing).

Program Authority

American Bcstg. Co. Inc., New York City—Granted renewal of permit to produce recorded programs to be transmitted to Canadian stations for broadcast purposes.

Hearing

KARM Fresno, Calif.; KWCS Pullman, Wash.—The Commission, on its own motion, ordered that, pursuant to the policy announced in a Public Notice Aug. 9, 1946, that the applications of KARM and of KWSC be removed from the consolidated proceeding and from the hearing docket and referred to the pending files to await decision in the clear channel hearing.

Petition

KYA San Francisco, Calif.; KROY Sacramento, Calif.; Alvin E. Nelson Inc., San Francisco, Calif.—Granted petition of KYA for reinstatement of its application and accepted amendment to application so as to specify frequency 1060 instead of 1210 kc, and designated said application as amended for hearing in the consolidated proceeding with KROY Harmco Inc. and Alvin E. Nelson Inc., provided, however, that if, as a result of said consolidated hearing, it appears that, were it not for the aforesaid clear channel hearing and the Commission's announcement of Aug. 9 pertaining thereto, the public interest would best be served by a grant of the application of Alvin E. Nelson Inc. then the said application will be placed in the pending files until after said clear

24 YEARS OF SERVICE

24 YEARS OF ENGINEERING PROGRESS

. . . In the early days of broadcasting, long before fundamental designs were standardized, transmission of radio programs was on a "cut and try" basis. It was then that the General Electric Company, envisioning the future possibilities of broadcasting, established a Development Laboratory at Schenectady using WGY as its proving ground.

As a result of the early developments in this radio laboratory, WGY became one of the first stations in the country to operate regularly with crystal control and 50,000 watts of power and soon after, the first to broadcast a signal of 100,000 watts.

These and a score of other engineering firsts have helped give WGY the fine reputation it enjoys today for its high fidelity signal, its enviable record of uninterrupted hours on the air and the technical excellence of its studio program output.

Represented Nationally by NBC Spot Sales

50,000 WATTS WGY SCHENECTADY, N.Y.

GENERAL ELECTRIC

MEASURE YOUR ADVERTISING DOLLAR ANY WAY YOU LIKE

AS UTAH'S POPULAR NBC STATION IS YOUR BEST BUY

JOHN BLAIR & CO. – NATIONAL REPRESENTATIVES

channel decision has been issued at which time it will be considered in connection with other 1030 kc applications and with any other pending applications with which it might then be in conflict. Further ordered that the orders of the Commission dated Jan. 30 and Feb. 13 designating applications of Harmco Inc. and Alvin E. Nelson Inc. for hearing, be amended to include application of KYA; and further that said petition of Harmco Inc. requesting that its application be removed from the aforesaid consolidated proceeding and granted without further hearing; and petition of Phoenix Bcstg. Inc. KPHO, for unlimited time operation on 1030 kc with 10 kw, at Phoenix, Ariz., be designated for hearing in this consolidated proceeding, be denied, for the reasons stated above.

Petition

Alvin E. Nelson Inc., San Francisco, Calif., and C. Thomas Patten, Oakland, Calif.—Granted petition requesting that application of C. Thomas Patten for a new station in Oakland, Calif., be designated for hearing in the consolidated proceeding involving petitioner's application, et al, upon the issues heretofore numbered "5" of which is amended to specify the said proposed operation of Alvin E. Nelson Inc., and further ordered that the order of Feb. 13 designating said application of Alvin E. Nelson Inc. be amended to include application of C. Thomas Patten.

Designated for Hearing

Pittsburg Bcstg. Co., Pittsburg, Calif.—Ordered that the application of Pittsburg Bcstg. Co. be designated for hearing in the consolidated proceeding with Harmco Inc., et al, and further ordered that the Commission's order of Aug. 7 designating application of C. Thomas Patten for hearing, be amended by an order of this date consolidating said Patten application in this proceeding, be further amended to include application of Pittsburg Bcstg. Co.

License Renewal

KFJI Klamath Falls, Ore.—Granted renewal of license for the period ending Aug. 1, 1949.

Modification of CP

KMPC Los Angeles, Calif.—Granted modification of CP to change DA from day and night to nighttime only, subject to engineering conditions re interference, with pending application of Western Bcstg. Associates, Modesto, Calif.

AM—780 kc

General Bcstg. Co., Birmingham, Ala.—Granted CP for a new station to operate on 780 kc, 1 kw, daytime only; conditions.

AM—1530 kc

WCKY Cincinnati, Ohio—Adopted a decision and order denying petition of WCKY for reconsideration directed against the Commission's action of May 31, 1946, granting without hearing the application of Patrick Joseph Stanton, for a new station at Philadelphia, Pa., to operate on 1530 kc, 10 kw, daytime only, as the Commission is of the opinion that this grant does not result in interference to petitioner's station WCKY.

Nov. 15 Applications . . .

ACCEPTED FOR FILING

AM—890 kc

Chesapeake Bcstg. Co. Inc., Washington, D. C.—CP for new standard broadcast station to be operated on 890 kc, 5 kw and daytime hours of operation—AMENDED: re change in stockholders, change studio location from a site to be determined, Washington, D. C., to 1510 Southern Ave., S. E., Bradbury Heights, Md., change type of transmitter and antenna changes.

FM—Unassigned

Radio Elizabeth Inc., Elizabeth, N. J.—CP for new Class A FM broadcast station to be operated on frequency to be assigned by chief engineer of FCC—AMENDED: to specify geographic coordinates of transmitter site.

AM—1240 kc

WWON Woonsocket, R. I.—License to cover CP which authorized a new standard broadcast station and to specify studio location and authority to determine operating power by direct measurement of antenna power.

Transfer Control

WJBK-FM Detroit, Mich.—Transfer of control of permittee corporation from Richard A. Connell Jr., James F. Hopkins and Henrietta Connell to The Fort Industry Co. thru sale of 944 2/3 shares of preferred stock and 944 2/3 shares of common stock—100%.

AM—1550 kc

Matta Bcstg. Co., Braddock, Pa.—CP for a new standard broadcast station to be operated on 910 kc, 1 kw and daytime only hours of operation—AMENDED: to change frequency from 910 to 1550 kc.

AM—710 kc

The Heights Bcstg. Co., Cleveland, Ohio—CP for a new standard broadcast station to be operated on 710 kc, 250 w and daytime only hours of operation.

Transfer of Control

WHPC Harrisburg, Pa.—Transfer of control of permittee corporation from The Patriot Co. to Gertrude Howard McCormick, Conway H. Olmsted, and Dauphin Deposit Trust Co., executors of the estate of Vance C. McCormick, deceased (1960 shares of common stock).

FM Unassigned

Rahall Bcstg. Co., Norristown, Pa.—CP for a new community FM broadcast station to be operated on frequency to be determined by chief engineer of FCC—AMENDED: to make changes in antenna system.

AM—1570 kc

The Miami County Bcstg. Co. Inc., Piqua, Ohio—CP for a new standard broadcast station to be operated on 860 kc, 250 w and daytime hours of operation—AMENDED: to change frequency from 860 to 1570 kc.

Champion City Bcstg. Co., Springfield, Ohio—CP for a new standard broadcast station to be operated on 940 kc, 250 w and daytime only hours of operation—AMENDED: to change frequency from 940 to 1570 kc, power from 250 w to 1 kw, change type of transmitter and antenna changes.

FM—98.0 mc

Larus & Brothers Co. Inc., Norfolk, Va.—CP for a new FM (Community) broadcast station to be operated on frequency plus or minus 98.0 mc.—AMENDED: to change type of transmitter, change class of station from Community to Class "B"; ERP from 250 w to 6.0 kw; and make changes in antenna system.

AM—690 kc

WSGN Birmingham, Ala.—CP to change frequency from 610 to 690 kc, increase power from 5 kw day and 1 kw night to 50 kw day and night, install new transmitter and new directional antenna for day and night use and change transmitter location.

AM—1490 kc

WHBS Huntsville, Ala.—License to cover CP etc.

AM—1320 kc

WJHP Jacksonville, Fla.—Modification of CP which authorized increase in power, installation of new transmitter and directional antenna for night use, and change transmitter location for extension of completion date.

AM—940 kc

WTPS New Orleans, La.—Modification of CP which authorized a new standard broadcast station for approval of antenna, mount FM antenna on top of AM tower, change type of transmitter and for approval of transmitter location at Near Gretna, La.

AM—1400 kc

WFOR Hattiesburg, Miss.—Modification of CP which authorized installation of new vertical antenna with FM antenna mounted on top, make changes in ground system, and change transmitter location to make changes in vertical antenna.

AM—1400 kc

Anson Radio and Bcstg Co., Wadesboro, N. C.—CP for a new standard

(Continued on page 78)

WFMJ

SELLS

The Rich Mahoning Valley

Ohio's Third Market at less cost—affiliate of the American Network.

Ask HEADLEY-REED

WFMJ

YOUNGSTOWN, OHIO

KPAC

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AUDIENCE ENJOYS LIVING WHILE MAKING A GOOD LIVING

The physical beauty of Austin and its surrounding area is a symbol, an outward sign of the determination of the people to make living good, while making a good living. Everywhere, the success of this dual ideal is revealed... from the University of Texas campus to the lush, outlying agricultural areas. Industrious folks with an eye for beauty... ready to try something NEW... YOUR PRODUCT! Reach them through their CAPITOL CITY STATION... KTBC!

CBS KTBC

THE PUBLIC SERVICE STATION IN AUSTIN, TEXAS

5000 WATTS BMB 590 KC.

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Radio Sales

JANUARY, 1, 1947

WOC goes basic NBC

5000 Watts, full time

1420 Kilocycles

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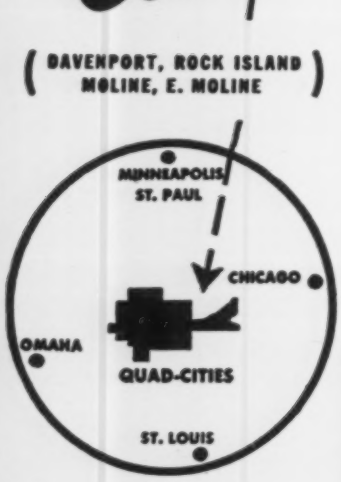
QUAD Cities

(DAVENPORT, ROCK ISLAND MOLINE, E. MOLINE)



Since 1943, Hooper surveys have shown that only WOC delivers the Quad-Cities — the largest metropolitan area between Chicago and Omaha; and between Minneapolis and St. Louis. It's the 40th retail market in the nation, with approximately 218,000 population.

DAVENPORT, IOWA

B. J. PALMER, President

BURYL LOTTRIDGE, Manager

BASIC AMERICAN NETWORK

5000 WATTS—1420 Kc.

FREE & PETERS, INC., National Representatives

News

FARNSWORTH FOWLE, who served 14 months in Moscow as a CBS correspondent, has been appointed to the WBBM-CBS Chicago news staff. Mr. Fowle succeeds CREIGHTON SCOTT, resigned. Mr. Fowle will be heard on the Standard Oil Newscasts, Mon. through Fri. 10:30-10:45 p.m. Mr. Scott resigned after expressing dissatisfaction with radio news restrictions and said he would devote himself to research for a book he is planning to write.

ED DITTERT, previously with KABC San Antonio, has been named director of sports and special events at KRIC Beaumont, Tex.

LOWELL WATTS, farm reporter of KLZ Denver, is now writing weekly farm information column which is published weekly in papers throughout Colorado. Titled "The Farm Reporter Speaks," newspaper feature carries byline giving KLZ credit. Column deals with current farm and livestock developments based on information gathered by Mr. Watts while making his KLZ broadcasts.

PHILIP SPAHN, veteran newsman, has been added to news staff of WONS Hartford, Conn.

KEN WHITE, veteran newsman and author of "On the Air" column in Denver Post, now is preparing and presenting 7-7:15 a.m. Denver Post newscast on KOA Denver. He also supervises 11 p.m. newscast.

SVANTE LOFGREN, representing the Swedish Broadcasting Corp. and a number of Swedish newspapers, stopped at Winnipeg on a North American tour last week to broadcast from CBC Winnipeg studios interviewing members of the Swedish colony living near Winnipeg for shortwave broadcast by CBC international service to Sweden.

BURTON E. ROBINSON, formerly of the press and information staff of CBC Winnipeg studios, has been appointed editor-in-chief of the Halifax Chronicle and Daily Star, affiliated with CJCH Halifax.

ARCH McDONALD and RAY MORGAN have been signed as sportscasters for the 1947 baseball games of the Washington Senators to be carried by WWDC Washington and WPIK Alexandria, Va. WWDC will air all night and Sunday games and WPIK will carry weekday afternoon contests. WWDC plans to air more than 100 sporting events in ice hockey and basketball this winter and spring from Capital's Uline Arena.

EDWARD TOMLINSON, author and WRC Washington commentator, broadcast his weekly Latin-American affairs commentary on NBC network Nov. 14 from International House Auditorium, New Orleans, in honor of its dedication and in celebration of New Orleans Free Port of Entry, the second in the U. S.

DICK MERRIN, farm editor of WHBC Canton, Ohio, is requesting on his three daily programs that listeners contribute food for baskets to be distributed to the needy on Thanksgiving Day. 4-H Club members collect donations.

WILLIAM JOLESCH, ABC news and special events department member in Chicago, has resigned to join Press Assn., New York, as newswriter.

CEDRIC FOSTER, MBS commentator, Nov. 20 was inducted into the National and Northwestern U. Chapter of Sigma Delta Chi, professional journalistic fraternity.

Video Exhibit Is Planned For Miami Exposition

THROUGH the cooperative efforts of WGBS Miami and Allen B. Du Mont Labs, television will be displayed and demonstrated at Miami's 50th Anniversary Exposition, opening today (Nov. 25). Beginning with the opening ceremonies each evening, the exhibit will present seven hours of video programming each day, including a football game, fashion, variety and dramatic shows and a number of the WGBS programs. Visitors at the joint exhibit will also be enabled to see themselves on a large television screen. Eight Du Mont technicians accompanied the cameras and other video equipment to Miami, to install and maintain it during the term of the exposition. Three Du Mont officials also planned to attend the show: Leonard F. Cramer, executive vice president; Mortimer W. Loewi, executive assistant to the president; and Herbert E. Taylor Jr., transmitting equipment sales manager.

Swing to Leave ABC

RAYMOND SWING retires from his ABC newscasts on Jan. 3, and Elmer Davis will expand his twice-weekly network cooperative broadcasts to a Monday through Friday quarter-hour news commentary series, 7:15-7:30 p.m. Phillips Packing Co., Cambridge, Md., will sponsor Mr. Davis five times weekly on WJZ New York. Mr. Davis is currently heard on WJZ and ABC under co-op sponsorship on Mondays and Tuesdays, 7:15-7:30 p.m., with Raymond Swing doing the news commentary on the series the remaining three evenings of the five times weekly program.

ABC stated that Mr. Swing is retiring in order to devote more time to writing and lectures, and at some later date in 1947 he is expected to resume his broadcasts on the network with a weekly 15-minute program. Agency for Phillips Packing is Aitken-Kynett Co., Philadelphia.

HARVEY

ON THE AIR

BEHIND THE "RED LIGHT"

In our eighteen years of serving America's top drawer broadcast stations, we here at Harvey's haven't discovered a single outstanding personality . . . that we leave to the talent scouts. We operate entirely behind the "red light" . . . providing the equipment and components that help send the show over the air. We've got tubes and discs, receivers and recorders, test equipment and all other necessities required by a well-regulated station. We've got "name brands" . . a fast shipping service...and prices as reasonable as you'll find anywhere.

No matter where you are located, a letter, telegram or phone call will get you prompt action.

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DOING A PEACH OF A JOB

KFXJ

GRAND JUNCTION

920 KC 1000 WATTS

MUTUAL

SERVING THE RICH FRUIT BELT OF WESTERN COLORADO

FCC Policy

(Continued from page 24)

1,400 persons, would have a full-time outlet (1340 kc).

The Commission therefore wrote into the hearing issues one calling for determination "on a comparative basis which, if any, of the applications . . . should be granted, and which of the frequencies, 1340 kc, 710 kc, should be assigned to the successful applicant or applicants."

Argument for Policy

Petitioning FCC to reconsider this move and grant its application without a hearing, Kentucky Lake last week insisted that it meets all the requirements of the Commission's rules for non-hearing grants, and argued that the new policy would:

1. Force Kentucky Lake either to withdraw or to spend money and time "in a hearing for a frequency for which it is not an applicant";

2. Deprive Paris of local broadcast service for many months;

3. Lengthen and complicate the 1340 kc hearing and "if followed in other AM cases and in FM cases will lengthen and complicate hearings on all applications for stations in the same area, since it will not be possible to grant without a hearing a pending application where there is also pending in the same or nearby community any other application for any other frequency, fulltime or daytime."

Six Channels Available

The petition contended that not two but six channels are available in Paris and Murray—910, 1170, 1190, and 1220 kc for daytime use in addition to 710 kc daytime and 1340 kc fulltime. "If after the hearing, the unsuccessful applicants desire a daytime operation, they can be taken care of," the petition asserted.

Kentucky Lake also asked FCC to "spell out more fully" its meaning in the statement that the new policy will be used in "similar situations."

Regarding local ownership, it asked the Commission whether that factor outweighs all others "such as the policy of granting at the earliest possible date an application for a station in a town where no station now exists, of granting an application without a hearing where there is no conflict (Sec. 1.382 of the Rules and Regulations) and other factors and policies which the Commission has enunciated?"

It has been FCC policy, the petition continued, to grant daytime stations without hearing while applications for fulltime stations were pending, and to grant non-conflicting applications without hearing "even where other conflicting applications were pending in the same city." But, the petition argued, "it has *not* been the policy of the Commission to consolidate in one hearing the applications on different frequencies in the same city."

The situation has been "somewhat changed" since the opinion was written, by the filing of a new Paris application, for 910 kc, 1 kw, daytime, by Broadcasters Associated, the petition point out. It maintained that the new policy, unless rescinded, would require that the new application also be put into the hearing since it, too, was filed by non-residents of Paris.

FCC's opinion and order putting the Kentucky Lake application back into hearing was adopted Oct. 10 and released Nov. 5. It was published in the *Federal Register* Nov. 16.

PREPARING to "patch through" the first programs on WLWA, new Crosley Broadcasting Corp. FM station, are (l to r) Wilfred Guenther, manager of WLWA; R. J. Rockwell, Crosley vice president in charge of engineering; and James D. Shouse, president of the corporation. The station began broadcasting on a regular schedule Nov. 15.

What War, Suh?

ORDINARILY J. D. Bloom, chief engineer of WWL New Orleans, signs teletype messages "Bloom WWL." The other day, however, J. D. sent a message to G. for General (or George) Sherman at WBBM Chicago. He signed it with his full name, which is Jefferson Davis Bloom!

You

GET THE WHOLE PICTURE WITH

WBNX

No matter how carefully you've planned your New York coverage, you're losing a big piece—over six million foreign language prospects—unless your present schedule includes WBNX.

WBNX smoothly dovetails into your New York coverage:

2,350,000	Jewish speaking persons
2,103,737	Italian speaking persons
1,236,000	German speaking persons
578,000	Polish speaking persons
250,000	Spanish speaking persons
6,517,737	foreign language prospects

There you get the *whole* picture.

Our trained, experienced program department will assist in translating your copy. Remember WBNX means New York coverage in *any* language.

Photo: Lotte Errell Pix

WBNX

5000 WATTS DIRECTIONAL OVER NEW YORK

America's Leading Foreign Language Station

BEGIN THE BIG GAIN with

CLEVELAND'S *Chief* STATION

Advertisers begin the big gain—sales soar to new heights when they let Cleveland's CHIEF Station sow the seed for sales. WJW's better local programming cultivates a large listener acceptance for you . . . in the nation's fertile market . . . Cleveland.

BASIC ABC Network CLEVELAND, O.

WJW

850 KC 5000 Watts DAY AND NIGHT

REPRESENTED NATIONALLY BY HEADLEY-REED COMPANY

PHILADELPHIA'S No. 1 *Sports Station*

BIG LEAGUE BASEBALL
COLLEGE & PRO FOOTBALL
HIGH SCHOOL BASKETBALL
BIG TIME BOXING

10,000 Watts WIBG

REPRESENTED: Nationally by Adam J. Young, Inc. In New York by Joseph Lang, 31 W. 47th Street

FCC Actions

(Continued from Page 75)

broadcast station to be operated on frequency 1400 kc, power of 250 w and unlimited hours of operation.

AM—1420 kc

T. J. Shriner, Hobart, Okla.—CP for a new standard broadcast station to be operated on frequency 1400 kc, power of 250 w and unlimited hours of operation. —AMENDED: to change frequency from 1400 to 1420 kc, and hours of operation from unlimited to daytime.

AM—1050 kc

KFMJ Tulsa, Okla.—License to cover CP as modified, which authorized a new standard broadcast station and authority to determine operating power by direct measurement of antenna power.

Assignment of CP

KPRC-FM Houston, Tex.—Voluntary assignment of CP from Houston Post Co. to The Houston Post Co.

AM—1240 kc

KPRC-FM Houston, Tex.—Voluntary assignment of CP to Houston Post Co.

Blackhawk Bcstg. Co., Sterling, Ill.—CP for a new standard broadcast station to be operated on 1240 kc, power of 250 w and unlimited hours of operation.

Experimental TV

W9XFT Fort Wayne, Ind.—License to cover CP which authorized reinstatement of construction permit for a new experimental television broadcast station.

AM—1580 kc

St. Joseph Valley Corp., South Bend, Ind.—CP for a new standard broadcast station to be operated on frequency 1580 kc, power of 250 w and daytime only hours of operation.

Transfer of Control

KSTP-FM St. Paul, Minn.—Transfer of control of permittee corporation from Helen B. Shields, Frank J. Anderson and First Trust Company of St. Paul, Trustees under the will of Lytton J. Shields, deceased; Florence E. Brown and C. R. Bachmann, Trustees under the will of Frank M. Brown, deceased and Florence E. Brown, guardian of James L. Brown a minor to Stanley E. Hubbard thru the sale of 1500 shares of common stock—75%.

AM—1340 kc

George F. Haddican, Delano, Calif.—CP for a new standard broadcast station to be operated on 1340 kc, power of 250 w and unlimited hours of operation. Request the facilities of KFRE, Fresno, Calif.

Assignment of Grant

KXOA-FM Sacramento, Calif.—Voluntary assignment of conditional grant to Sacramento Bcstrs., Inc.

AM—1400 kc

William Edwin Richardson, Ukiah, Calif.—CP for a new standard broadcast station to be operated on 1400 kc, power of 250 w and unlimited hours of operation.

AM—1430 kc

KVNI Coeur D'Alene, Ida.—License to cover CP as modified, which authorized a new standard broadcast station and authority to determine operating power by direct measurement of antenna power.

AM—1230 kc

KXLO Lewistown, Mont.—Modification of CP as modified, which authorized a new standard broadcast station to change type of antenna and change type of transmitter.

Applications Tendered for Filing:

AM—1240 kc

WWWB Jasper, Ala.—Consent to assignment of CP to Bankhead Bcstg. Co., Inc.

AM—1400 kc

KSYL Alexandria, La.—Consent to assignment of CP to Sylvan Fox and Harold M. Wheelahan, d/b as Radio station KSYL.

AM—1230 kc

Resubmitted: Southern Bcstg. Corp., New Orleans, La.—CP for a new standard broadcast station to be operated on 1230 kc, power of 250 w and unlimited hours of operation. (Request facilities of WJBW).

AM—1490 kc

WLAT Conway, S. C.—Consent to assignment of license to Loys Marsdon Hawley and Herman Lee Hanks.

AM—1190 kc

KGFJ Los Angeles, Calif.—CP to change frequency from 1230 to 1190 kc, power from 1 kw, install new transmitter and change transmitter location.

Nov. 18 Decisions . . .

BY THE SECRETARY

AM—1230 kc

WJOY Burlington, Vt.—Granted license to cover CP which authorized a new station to operate on 1230 kc, 250 w, unlimited time; conditions.

Modification of CP

WGNH Gadsden, Ala.—Granted modification of CP for approval of antenna, to change type of transmitter, approve transmitter location at 2060 Chestnut St., Gadsden, and specify studio location at 520 Chestnut St., Gadsden.

Modification of CP

WLBH Mattoon, Ill.—Granted modification of CP to change type of transmitter and change studio location to 1632½ Broadway Ave., Mattoon; conditions.

AM—1400 kc

WDAR Savannah, Ga.—Granted license to cover CP which authorized a new station on 1400 kc, 250 w, unlimited and for change of studio location to 34 East Bryan St., Savannah, Ga.; conditions.

Transmitter

WGCM Gulfport, Miss.—Granted license to cover CP which authorized installation of a new transmitter.

AM—1230 kc

WQUA Moline, Ill.—Granted license to cover CP which authorized a new station on 1230 kc, 250 w, unlimited time; conditions.

AM—1340 kc

WEPM Martinsburg, W. Va.—Granted license to cover CP which authorized a new station on 1340 kc, 250 w, unlimited time, and for change in studio location to: On Calif. Ave., west of Martinsburg, W. Va., conditions.

AM—1450 kc

WHSC Hartsville, S. C.—Granted license to cover CP which authorized a new station on 1450 kc, 250 w, unlimited; conditions.

Transmitter

WGL Fort Wayne, Ind.—Granted license to cover CP which authorized move of transmitter to 201 W. Jefferson St.

AM—1490 kc

WKAY Glasgow, Ky.—Granted license to cover CP which authorized a new station to operate on 1490 kc, 250 w unlimited time; conditions.

Transmitter

WEGO Concord, N. C.—Granted license to cover CP which authorized installation of a new transmitter.

AM—1490 kc

WTNB Birmingham, Ala.—Granted license to cover CP which authorized a new station to operate on 1490 kc, 250 w, unlimited time, conditions.

AM—1110 kc

WNAR Norristown, Pa.—Granted license to cover CP which authorized a new station to operate on 1110 kc, 500 w, daytime, conditions.

Extension of CP

WIUN Madison, Wis.—Granted modification of CP for extension of completion date to 1-13-47.

Kans. State College of Agr. and Applied Science, Manhattan, Kans.—Granted modification of CP for extension of completion date to 5-13-47.

Transmitter

WBCC Bethesda, Md.—Granted modification of CP which authorized a new station to change transmitter location to Lot 4, 1st Addition to Sec. 2, Block 12, Bradley Hills, (approx. 630 ft W. of Goldsboro Road, and approx. 100 ft. W of intersection of Goldsboro Rd. and Bradley Blvd., Bethesda.

Studio Location

WSOY Decatur, Ill.—Granted modification of CP which authorized a new station, to change studio location to Route 48 at N. Jasper St., extended, No. of Decatur.

Antenna Approval

WKJB Mayagues, P. R.—Granted modification of CP which authorized a new station, for approval of antenna, change type of transmitter, approval of transmitter and studio locations.

Modification of CP

WACE Chicopee, Mass.—Granted modification of CP which authorized a new station, for extension of completion date to 12-20-46, subject to condition that permittee shall satisfy legitimate complaints of blanketing within the 250 mv/m contour, including external cross modulation.

Remote Pickup

Minn. Bcstg. Corp., Mobile, area of Minneapolis-St. Paul, Minn.—Granted CP for a new remote pickup broadcast station.

ACTION ON MOTIONS

WASH Bcstg. Co., Washington, D. C.—Denied petition requesting that the Commission consolidate petitioner's application for CP, tendered simultaneously with petition, seeking use of frequency 890 kc, 5 kw, daytime, with applications of Chesapeake Bcstg. Co. Inc., and Theodore Granik.

* * *

The Commission, on its own motion, continued the consolidated hearing on applications of Huntington Bcstg. Co., Hollywood Community Radio Group and Coast Radio Bcstg. Corp. to Dec. 16 at Los Angeles, and ordered that Commr. Ray C. Wakefield be designated as the presiding officer in the hearing.

ACTIONS BY COMMR. HYDE

WHAS Louisville, Ky.—Dismissed petition requesting leave to intervene in the hearing on application of The Miami County Bcstg. Co. Inc., Piqua, Ohio.

Radio Services Co. of Brookhaven, Brookhaven, Miss.—Granted petition to dismiss without prejudice application for CP.

Brookhaven Bcstg. Co., Brookhaven, Miss.—Granted petition for leave to amend its application for CP so as to show change in status of applicant from a partnership to a corporation. Also granted petition requesting issues No. 1, 3 and 7 of the Commission's Order of July 18, be stricken, and for change in place of hearing. It was ordered that the hearing presently scheduled for Dec. 9 at Brookhaven, Miss. be transferred to Washington.

Atlanta Journal Co., Atlanta, Ga.—Granted petition for leave to amend its FM application so as to show revised engineering information.

Radio Springfield, Inc., Springfield, Ohio—Dismissed petition requesting the Commission to accept late its written appearance in re application.

Ashbacker Corp., Holland, Mich.—Granted petition to dismiss without prejudice application for CP.

Grant Street Radio Stations, Inc., Pittsburgh, Pa.—Granted petition to dismiss without prejudice application for CP.

(Continued on Page 82)

640 Double-A condenser mike with associated RA-1095 amplifier

Western Electric

640 DOUBLE-A MIKE

Here's a mike that's ideal for non directional, ultra-faithful single mike pick-ups in large studios or auditoriums. Its unusually small diaphragm forestalls phase distortion and improves fidelity. For booklet giving full details, write to Graybar Electric Co., 420 Lexington Ave., New York 17, N. Y., or . . .

ASK YOUR LOCAL Graybar BROADCAST REPRESENTATIVE

Worthy of an Engineer's Careful Consideration

PROGAR*

Makes Your Station *Easy* to Listen to . . .

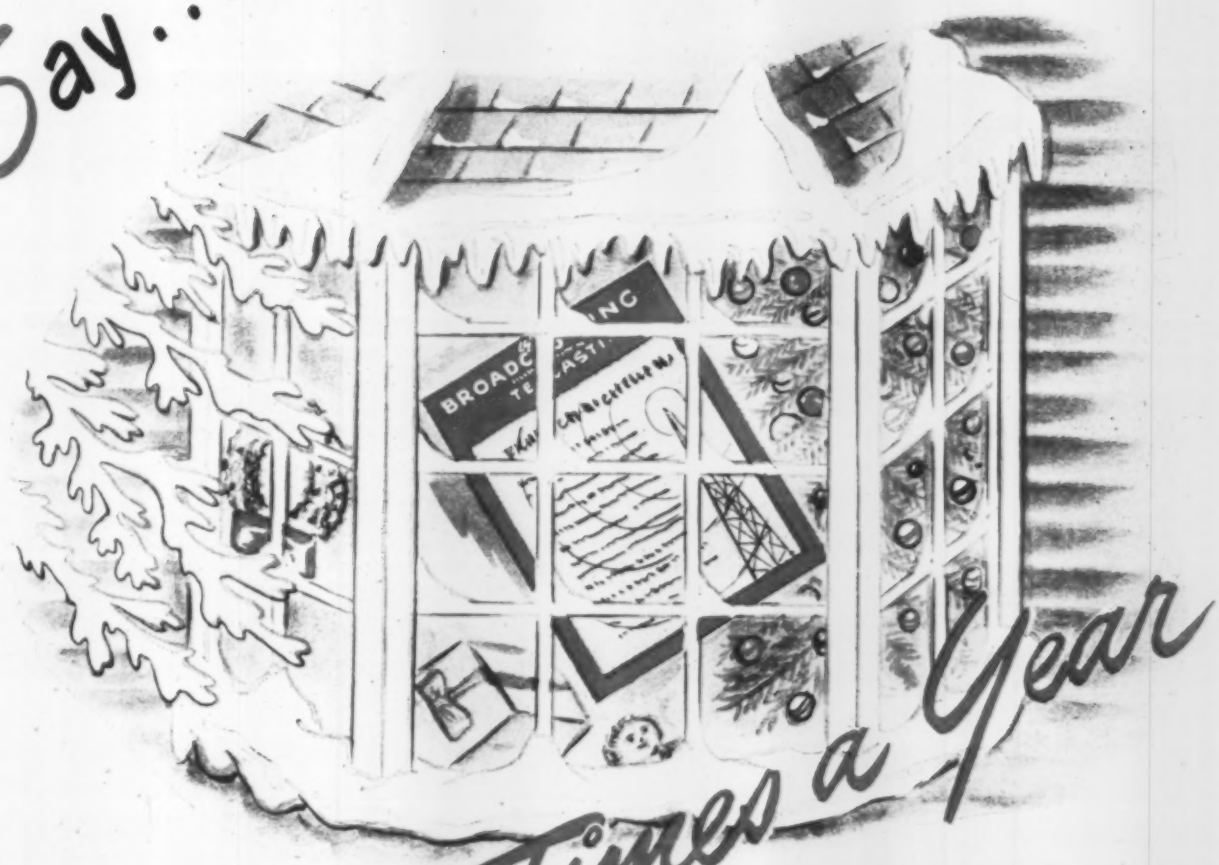
* Reg. U. S. Patent Office

The Langevin Company INCORPORATED

SOUND REINFORCEMENT AND REPRODUCTION ENGINEERING

NEW YORK 37 W. 65 St. 23 | SAN FRANCISCO 1050 Howard St. 3 | LOS ANGELES 1000 N. Seward St. 38

Say . . . "Merry Christmas!"



52 Times a Year

SPECIAL *Gift* SUBSCRIPTION RATES

BROADCASTING is a great gift for all in radio advertising who want to know *all* about today's radio . . . and, the 365 radio days to come. Honestly, there's no plight before Christmas if you send the gift subscription card tucked in this issue. Include all your radio friends because reduced Christmas rates make BROADCASTING, including the 1947 YEARBOOK, the sensibly-priced gift. Your gift will be announced with a specially-designed Christmas acknowledgment card.

BROADCASTING
The Weekly Newsmagazine of Radio
TELECASTING

Listener Loyalty is a Reality in West Texas

Read what BMB reports say:

KRBC — *Abilene* — 92%

KBST — *Big Spring* — 90%

KGKL — *San Angelo* — 89%

That's what BMB reports show in the home counties of the West Texas Network stations!

For complete details see

JOHN E. PEARSON CO.

FOUR national advertisers sponsoring juvenile adventure programs over ABC from 5 to 6 p.m. (EST), Monday through Friday, are cooperating with the network and its affiliated stations in a contest open to youngsters 16 years of age and under. Sponsors of the contest, which offers 1,000 prizes for letters in 50 words or less on "Which Program I Prefer," are: Quaker Oats, sponsor of "Terry and the Pirates"; Derby Foods, "Sky King"; General Mills, "Jack Armstrong," and Ward Baking Co., "Tennessee Jed." Cooperative promotion between the sponsors and ABC will include local block material, live announcements, photos and mats of cast members of the four programs, photographs of the prizes and handbills which will be sent to the ABC stations. Contest ends Dec. 6.

WQQW Brochure

BROCHURE done in maroon and black on heavy grey stock has been prepared by WQQW Washington, new daytime outlet to operate on regional channel 570 kc with 500 w. Designed as introduction to Washington advertisers and agencies, brochure follows pattern of mimeographed piece issued several weeks ago. Coverage map, operational data and policies are outlined. Rate card No. 1, effective only for contracts placed before station goes on air, is included.

Agency Promotion Tips

PROMOTION pegs are being sent to local radio stations by BBDO's radio publicity-promotion department whenever the department has worthwhile ideas to pass along. The pegs point up promotional possibilities for that show, including such items as albums, prospective give-aways on the show, displays, facsimile tickets and others. Department has set up this enterprise to assist work-laden local publicity and promotional managers.

Fairchild Catalog

NEW CATALOG has been published by Fairchild Camera and Instrument Corp., Jamaica, N. Y., to display its line of professional sound recording and playback equipment. Performance curves and detailed specifications are given for the Fairchild studio and portable recorders, transcription turntable, amplifier-equalizer, magnetic cutter-head, lateral dynamic pickup and "language master" playback.

PROMOTION

Signs on Cabs

WGL Fort Wayne, Ind., now is using backs of 65 Safety Cabs in that city to boost station and NBC. Copy reads "Farnsworth WGL Your NBC Station." Frequency is not used. Although signs are painted on, a cut out is provided in pattern for insertion of new WGL frequency when it becomes effective. Station is moving to 1 kw on 1250 kc.

Poster Contest Winner

GRAND prize winner in WTIC Hartford, Conn., Fire Prevention Poster Contest conducted in Connecticut's public and private schools is Joseph Schwarz, who received $100 saving bond on special events program and is student at West Hartford's William Hall High School. A number of other awards were presented.

Studios Now Open

WCAU Philadelphia is advertising that for the first time since the war the studio building is now open to the public. A staff of receptionists is on duty from 10:30 a.m. until midnight, and the station is making strong efforts to encourage inspection visits.

Script Published

MAGNETIC wire recorder interview aired by WELO Tupelo, Miss., in behalf of Army Recruiting Service, was published in November issue of The Recruiting Rocket, publication of the Mississippi Military Department Headquarters. Program concerned presentation of Bronze Star Medal to T/Sgt. James M. Faulkner Jr., of near Ecru, Miss.

On Jewish Market

TITLED "The Lowest Cost Admission to the World's Richest Market," booklet has been prepared by Joseph Jacobs Organization, New York, which introduces the potential advertiser to the home life, traditions and customs and buying habits of the Jewish people of that city. One section of the booklet is devoted to the Yiddish radio, press and theatre.

School Shows Noted

FOUR page bulletin devoted to the Yankee Network programs of special interest to educational groups has been prepared by the Massachusetts Department of Education for distribution to entire school system of that state. Mutual programs also are listed for in-school, out-of-school and adult listening.

Program Report

DETAILED report of the program activities of WSJS Winston-Salem, N. C., during United Nations Week is contained in brochure prepared and distributed by the NBC affiliate. Also included are reproductions of photos and stories carried by local press concerning station's project.

Studio Visits

MEMBERS of the radio classes of North Texas Agricultural College, Arlington, Tex., are meeting monthly in studios of WFAA Dallas in series of visits to get first-hand knowledge of commercial radio. Staff members lecture on various phases of station operation.

Teen Show Folder

MAIL PIECE announcing new "Teens on the Air" program of WAPI Birmingham, Ala., has been distributed by the CBS affiliate. Program is aired Thursday evenings.

Sound Apparatus Catalog

DESCRIPTIVE and illustrated catalog of graphic recorders and accessories has been prepared by Sound Apparatus Co., New York, for presentation to the trade.

KWG Gives Awards

KWG Stockton, Calif., is promoting 4-H activities in San Joaquin County by awarding gavels to chapters for outstanding accomplishments. John McKenzie, farm editor, makes presentations. In addition annual award of plaque to outstanding club in county is planned.

House-Organ Story

PAST ISSUE of the Rocket, house-organ of Zollner-Piston Co., Fort Wayne, Ind., devotes cover and center picture spread to interview meeting of plant employes and WOWO Fort Wayne man-on-the-street and to tour of station's studios.

Alberta Publication

NEWS OF ALBERTA stations and programs is contained in a new publication, Edmonton Broadcast Programs, issued in cooperation with Associated Radio Technicians of Alberta. Eight-page paper is issued weekly, gives station program listing and fan news.

Slogan Contest

KWTC Barstow, Calif., currently is conducting a slogan contest to select suitable catch-phrase for use in all promotion. Winner will receive Christmas present of $50 war bond.

Promotion Personnel

JANE A. FLAHERTY, continuity editor of WIBC Indianapolis, has been named assistant promotion director of the station. She will aid **SAM WHITE** promotion manager, who has assumed new duties as assistant to **GEORGE BIGGAR**, WIBC general manager. Miss Flaherty formerly had been with WKMO Kokomo, Ind., and CBS Chicago. **EVA-MARIE HEANEY** has been named to succeed Miss Flaherty as continuity editor.

ELIZABETH RING, member of the CBS press department, and **WILLIAM L. HENNEFRUND**, freelance writer, are to be married Dec. 23 in Wilton, Conn., home of the bride.

JO RANSON, WHN New York publicity director, and **RICHARD PACK**, WOR New York publicity director, are co-authors of a book titled "Quiz Book of the Seven Arts," published Nov. 23 by Summit Press, New York $2.50. New book contains more than 1,000 questions and answers on movie, radio, books, music, theatre, art, dance, and has cartoons by Leo Garel.

WILLIAM FERGUSON, newsroom member of WCAU Philadelphia, has been appointed publicity director of the station. **RUDOLPH J. BLOOM**, director of research, has been named personnel director. Both posts formerly had been held by **JOSEPH T. CONNOLLY** who becomes program director Dec. 1.

HAL BOCK, NBC Western Division director of public relations and manager of television department, has been initiated as professional member of Sigma Delta Chi by U. of Southern California chapter.

Complete Log of 9 Stations Planned

Report to Cover All Outlets in N. Y. Week of Dec. 1

DURING the week beginning Dec. 1, Radio Reports will compile a complete log of nine New York radio stations, covering all broadcasts from 7 a.m. to 11 p.m. and showing every program sponsor, participation, station break, spot announcement and other program details. Stations to be covered by the report are: WCBS, WNBC, WJZ, WOR, WINS, WHN, WMCA, WNEW, WQXR.

As announced last week by Edward P. Loomis, president of Radio Reports, this log is designed primarily to supply an accurate picture of competitive operations to a number of new stations who have expressed the desire for such information. Some stations have already contracted for the report and others are considering it, he said.

Report, Mr. Loomis said, will provide station research and promotion departments with material that will be valuable both in selling and in programming. The New York job may be repeated periodically during 1947, he said, and may also be expanded to other cities, with the collected data broken down by type of product and the information offered to advertisers and agencies.

WAA Advisory Group

INTERDEPARTMENTAL Advisory Committee on Surplus Electronics Disposal was formed Nov. 21 by War Assets Administration. It will aid in forming plans and policies to sell war surplus electronics and act as liaison between WAA, Army, Navy and FCC. Members are: Chairman, James A. Garfield, Assistant Deputy Administrator, Office of Surplus Disposal, WAA; George H. Moriarty, Director, Electronics Division, WAA; Capt. A. R. Taylor, Navy; Hugh W. Hammond, Army Air Forces; George P. Adair, chief engineer, FCC; Charles D. Ellison, WAA, secretary.

THREE ON A MATCH—Harry Bubeck (l), who succeeded Wendell Williams (r), as program manager of KPO-NBC San Francisco, smoke it up in a conference with KPO General Manager John W. Elwood. Williams has been moved up to assistant program manager of NBC western network, with Hollywood headquarters.

Lewis Offers Solution to CBC Clear Problem

NEW SUGGESTION to Canada's clear channel problems was made by Dick Lewis, publisher of *Canadian Broadcaster*, Toronto, at a talk to the Young Men's Canadian Club, Toronto, on Nov. 18. Mr. Lewis contends that it is not necessary for Canadian Broadcasting Corp. to seize three of the six clear channel frequencies now held by other than CBC stations, if CBC broadcast all its national programs right across Canada on its present frequencies. This would entail shifting of present and planned 50 kw CBC stations to the three frequencies held by CBC.

"The CBC will object," Mr. Lewis stated, "on the grounds that they would no longer be able to arrange their programs by regions, because the same programs would be heard at the same moment right across Canada. This objection will be quite without grounds because on its own chairman's statement, the CBC exists to render a national service while local broadcasting is the responsibility of private stations.

Lewis stated that while his plan would entail certain engineering problems, he has been assured it can be done.

Poll During Forum

A TELEPHONE poll of listeners' opinions on a current topic will be inaugurated by MBS *American Forum of the Air* program beginning with the Nov. 26 broadcast, 9:30-10:15 p. m. In designated cities listeners will be invited to voice their opinions on the subject under debate on the *Forum* by calling their local MBS station during the broadcast. A staff of operators and tabulators from the Sullivan-Rayhawk independent research agency will handle the calls and just before the program goes off the air a lightning tabulation of the listeners' views will be announced.

WCBS - TV RELEASES FIRST RATE CARD

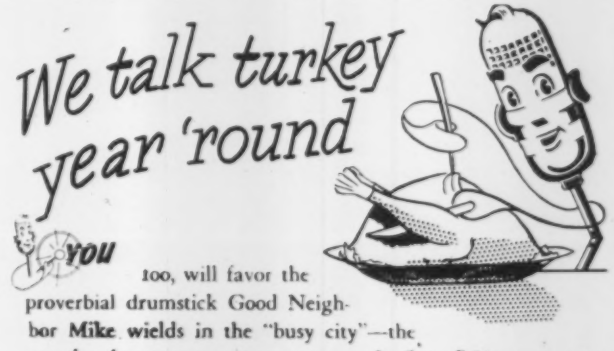
WCBS-TV New York, CBS video station, has issued Rate Card No. 1, effective Nov. 1, 1946. Rates—$60 for up to 15 minutes, $90 for 15 to 30 minutes and $150 for 30 to 60 minutes—have been in effect for some time [BROADCASTING, Oct. 7] but are now for the first time formalized as a rate card.

An accompanying letter from George Moskovics, commercial manager, states: "There are so few sets in use today that we do not believe it possible to project an intelligent rating of television's real commercial value. Charges therefore are based on the use of facilities rather than air time. They do not include such variables as cast, sets, properties and costumes."

"As yet," Mr. Moskovics said, "CBS has set up no single rule governing the length of commercials. We feel that good practice can be established only by experience."

New Console Equipment

WOR New York has installed new custom-built Western Electric studio control booth equipment in three of its studios. Equipment provides complete studio-operating facilities designed into a single console for flexibility and ease of operation with minimum of controls with switching operations performed by movement of single control. Consoles because of their high fidelity and low noise level can be used to serve both AM and FM radio broadcast transmitters and network lines.


We talk turkey year 'round
YOU
too, will favor the proverbial drumstick Good Neighbor Mike wields in the "busy city"—the one that booms your message to good effect. ¶ Your campaign gets a real dressing promotionwise. We've a platter full of ideas and we carry them out for you. ¶ You get the gravy—thanks to the savory results a well planned campaign in this market brings.
Let's Talk Turkey!
whbc
5000 WATTS SOON!
BASIC STATION MUTUAL NETWORK
represented by RAMBEAU
your good neighbor in
CANTON, OHIO
always a busy city

FCC Actions

(*Continued from page 78*)

Veterans Bcstg. Co. Inc., Rochester, N. Y.—Granted petition for leave to amend its application, so as to show a revised directional antenna pattern and revised engineering rate.

Miller Associates, Inc., Youngstown, Ohio—Dismissed petition requesting leave to amend its application.

WKNB New Britain, Conn.—Granted petition for leave to intervene in the hearing on applications of Asher Bcstg. Service, Inc., Quincy, Mass. and Nashua Bcstg. Corp., Nashua, N. H.

KTRB Bcstg. Co. Inc., Modesto, Calif.—Granted petition requesting leave to take depositions in the further consolidated hearing upon its application and application of Peninsula Newspapers, Inc.

Valdosta Bcstg. Co., Valdosta, Ga.—Granted petition for a 15-day extension of time within which to file exceptions and request oral argument in the proceeding upon application of WGOV and its own, and the time for this filing was extended to and including Dec. 4.

KAND Corsicana, Tex.—Granted petition for leave to amend its application for voluntary assignment of license so as to reflect changes in the stockholders of Alto Inc., etc., and the amendment was accepted. The Commission, on its own motion, ordered the hearing presently scheduled for Nov. 19, continued indefinitely without date until further order of the Commission.

KWLC Decorah, Iowa—The Commission, on its own motion, ordered continuance of consolidated hearing on these applications from Nov. 25 to Dec. 19, 1946.

Eastern Shore Bcstg. Co., Preston, Md.—Granted petition in part for extension of time within which to file exceptions and request oral argument in re its application and WBOC's application and extended the time to Dec. 6.

Monona Bcstg. Co., Madison, Wis.—Granted petition in part requesting extension of time within which to file exceptions and request oral argument in re its application and applications of KHMO and Audrian Bcstg. Co. and the time was extended to and including Dec. 5.

James A. Noe, Lake Charles, La.—Granted petition for continuance of hearing on its application and that of KOLA Bcstg. Co., from Nov. 20 to Jan. 20, 1947.

KOLA Bcstg. Co., Opalousas, La.—Granted petition for continuance of hearing upon its application and that of James A. Noe from Nov. 20 to Jan. 20, 1947.

WSAT Inc., Schenectady, N. Y.—Granted petition to dismiss without prejudice its application.

Community Service Bcstg. Corp., of Amsterdam, Amsterdam, N. Y.—Granted petition for leave to amend its application so as to show the addition of new stockholders to the corporation, etc.

The Middlesboro Bcstg. Co. Middlesboro, Ky.—Granted petition for leave to amend its application so as to specify the frequency 560 with 500 w. daytime only, instead of 1450 kc, 250 w. unlimited time, etc. The amendment was accepted and application removed from the hearing docket. Insofar as the petion requests grant of application as amended, it is dismissed.

Cherokee Bcstg. Corp. Morristown, Tenn.—The Commission, on its own motion, removed from the hearing docket application scheduled for consolidated hearing with Middlesboro application.

Miller Associates, Inc., Youngstown, Ohio—Granted petition to dismiss without prejudice its application.

Mahoning Valley Bcstg. Corp., Youngstown, Ohio—The Commission, on its own motion, removed from the hearing docket application scheduled for consolidated hearing with Miller Associates, Inc. application.

Antilles Bcstg. System, Inc., Rio Piedras, P. R.—Granted petition requesting the Commission to re-open the record in the consolidated hearing in re its application and that of Radio Americas Corp. The record was ordered reopened and application designated for further hearing for the purpose only of receiving into evidence an option covering the proposed transmitter site of Antilles Bcstg. System, Inc., and said further hearing scheduled for Monday, Nov. 25, 1946.

Nov. 18 Applications . . .

ACCEPTED FOR FILING

Studio Location

WWDX Paterson, N. J.—Modification of CP which authorized a new FM broadcast station to change studio location to Valley Road, Clifton, N. J. specify transmitter site as Valley Road, Clifton, N. J. and type of transmitter and specify antenna system.

Studio Location

Brooklyn Bcstg. Service, Inc., Brooklyn, N. Y.—CP for new FM (Community) broadcast station to be operated on frequency to be assigned by FCC.—AMENDED: to change transmitter and studio sites from 47 Plaza St. Grand Army Plaza, Brooklyn, New York to Pershing Square Bldg., 271 North Ave., New Rochelle, N. Y. and make changes in antenna system.

AM—1000 kc

Herbert L. Wilson, Rutland, Vt.—CP new standard broadcast station to be operated on 1000 kc, 1 kw and daytime only hours of operation.—AMENDED: re transmitting equipment.

AM—890 kc

WASH Bcstg. Co., Washington, D. C.—CP for a new standard broadcast station to be operated on 890 kc, power of 5 kw and daytime only hours of operation.

AM—960 kc

Tri-City Bcstg. Co., Bellaire, Ohio—CP new standard broadcast station to be operated on 960 kc, 1 kw and daytime only hours of operation.

AM—930 kc

Elyria-Lorain Bcstg. Co., Elyria, Ohio—CP new standard broadcast station to be operated on 930 kc, 1 kw night and 5 kw day, directional antenna and unlimited hours of operation.—AMENDED: re stockholders.

AM—930 kc

WLAV Grand Rapids, Mich.—CP to change frequency from 1340 to 930 kc, increase power from 250 w to 1 kw, install new transmitter and directional antenna for night use and change transmitter location.—AMENDED: to change transmitter location.

AM—1060 kc

KYW Philadelphia, Pa.—CP to install new directional antenna system.—AMENDED: to modify antenna system.

AM—1290 kc

WTMC Ocala, Fla.—CP to change frequency from 1270 to 1290 kc increase power from 250 w to 1 kw, install new transmitter, directional antenna for night use and change transmitter location.—AMENDED: to change transmitter location.

AM—710 kc

WROM Rome, Ga.—Modification of CP which authorized a new standard broadcast station for approval of antenna, to change type of transmitter, for approval of transmitter location and to specify studio location.

AM—800 kc

Crest Bcstg. Co., Pascagoula, Miss.—CP for a new standard broadcast station to be operated on 800 kc, power of 250 w and daytime only hours of operation.

AM—1230 kc

WNOK Columbia, S. C.—Modification of CP which authorized a new standard broadcast station for approval of antenna, to change type of transmitter, approval of transmitter location and to specify studio location.—AMENDED: re transmitting equipment.

AM—1580 kc

Gainesville Bcstg. Co. Inc., Gainesville Tex.—CP for a new standard broadcast station to be operated on 1580 kc, 250 w and daytime only hours of operation.

AM—960 kc

KFVS Cape Girardeau, Mo.—CP to change frequency from 1400 to 960 kc, increase power from 250 w to 1 kw, install new transmitter and directional antenna for night use, and change transmitter location.—AMENDED: to change transmitter location (same description).

AM—1450 kc

Reno Newspapers Inc., Reno, Nev.—CP for a new standard broadcast station to be operated on 1450 kc, 250 w and unlimited hours of operation.

AM—1450 kc

Reno Newspapers Inc., Reno, Nev.—CP for a new standard broadcast station to be operated on 1450 kc, 250 w and unlimited hours of operation.

AM—1230 kc

KYJC Medford, Ore.—Modification of CP which authorized a new standard broadcast station for approval of antenna and for approval of transmitter location.—AMENDED: to change transmitter site (same description).

AM—1520 kc

San Gabriel Valley Bcstg. Co., Monrovia, Calif.—CP for a new standard broadcast station to be operated on 1520 kc, 1 kw and daytime only hours of operation.

AM—1450 kc

Calif. Bcstg. Co., Santa Monica, Calif.—CP for a new standard broadcast station to be operated on 1450 kc, 250 w and unlimited hours of operation.

Applications Tendered for Filing:

AM—1200 kc

Joseph A. Sims and Henry A. Mentz, Jr. d/b as Superior Enterprises, Hammond, La.—CP for a new standard broadcast station to be operated on 1200 kc, 250 w and daytime hours of operation.

Nov. 19 Applications . . .

FM—97.9 mc

Harry F. Guggenheim, Bridgeport, Conn.—CP for a new metropolitan FM broadcast station to be operated on

(*Continued on page 84*)

SERVICE DIRECTORY

FREQUENCY MEASURING SERVICE
Exact Measurements - at any time
RCA COMMUNICATIONS, INC.
64 Broad Street New York 4, N. Y.

Custom-Built
Speech Input Equipment
U. S. RECORDING CO.
1121 Vermont Ave., Wash. 5, D. C.
District 1640

The
Robert L. Kaufman
Organization
Technical Maintenance, Construction Supervision and Business Services for Broadcast Stations
Munsey Bldg. Washington 4, D. C.
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FCC Actions

(*Continued from page 82*)

channel 250, 97.9 mc—AMENDED: to change type of transmitter and make changes in antenna system.

FM—Unassigned

Radio-Television of Baltimore Inc., Baltimore, Md.—CP for a new metropolitan FM broadcast station to be operated on frequency to be assigned by chief engineer of FCC—AMENDED: to change transmitter location and make changes in antenna system.

AM—1460 kc

Van Curler Bcstg. Corp., Albany, N. Y.—CP for a new standard broadcast station to be operated on 1460 kc, 5 kw directional antenna night and unlimited hours of operation—AMENDED: re change in officers, directors and stockholders; changes in directional antenna and change transmitter location.

FM—Unassigned

Peoples Radio Foundation Inc., New York, N. Y.—CP for a new FM broadcast station to be operated on frequency not specified—AMENDED: to change minor geographic coordinates and make changes in antenna system, and change ERP to 13.8 kw.

FM—98.3 mc

Regents of the University System of Georgia, for and on behalf of Georgia School of Technology, Atlanta, Ga.—CP for new metropolitan FM broadcast station to be operated on frequency channel 251, 98.1 mc—AMENDED: to change frequency from channel 251, 98.1 mc, to channel 252, 98.3 mc or channel to be assigned by FCC; transmitter location from 10th at Williams, Aalanta, to approximately 6 miles northeast of Jasper, Ga., type of transmitter, ERP from 1.3 kw to 34.4 kw and make changes in antenna system.

Modification of CP

KTEM-FM Temple, Tex.—Modification of CP which authorized a new FM broadcast station, to change type of transmitter, effective radiated power to 215 w, make changes in antenna system and for extension of commencement and completion dates.

Studio Location

WDUL Superior, Wis.—CP to change studio and transmitter location to 4th Avenue and 10th Street, Duluth; specify effective radiated power at 63.4948; install new transmitter and make changes in antenna system.

FM—Unassigned

Columbia Bcstg. System Inc., Hollywood, Calif.—CP for a new FM broadcast station to be operated on 43.1 mc—AMENDED: to change frequency from 43.1 mc to "to be assigned by FCC (Class "B"); type of transmitter; stockholders, directors, officers. Specify class of station as "B" and make changes in antenna system.

AM—1550 kc

Radio Air Ways Inc., Eugene, Ore.—CP for a new standard broadcast station to be operated on 1550 kc, 1 kw and unlimited hours of operation—AMENDED: to change frequency from 1550 to 1600 kc, install directional antenna for nighttime use (non-directional day) and change transmitter location.

FM—104.3 mc

James B. Littlejohn, NW of Ogden, Utah—CP for new FM (Class "A") broadcast station to be operated on channel 282, 104.3 mc—AMENDED: to change studio and transmitter location and make changes in antenna system.

Applications Returned:

AM—730 kc

Western Plains Bcstg. Co. Inc., Colby, Kan.—CP for a new standard broadcast station to be operated on frequency 730 kc, 5 kw and daytime only hours of operation. (Incomplete.)

Applications Tendered for Filing:

AM—1440 kc

WHIS Bluefield, W. Va.—CP to increase power from 500 w night and 1 kw, day to 5 kw, install new transmitter and directional antenna for night use.

AM—840 kc

Lamar A. Newcomb, Falls Church, Va.—CP for a new standard broadcast station to be operated on 840 kc, 250 w and daytime hours of operation.

AM—1150 kc

Charlotte Bcstg. Co., Charlotte, N. C.—CP for a new standard broadcast station to be operated on 1150 kc, 1 kw and daytime hours of operation.

AM—1340 kc

Winston O. Ward, d/b as Mt. Pleasant Bcstg. Co., Mt. Pleasant, Tex.—CP for a new standard broadcast station to be operated on 1340 kc, 250 w and unlimited hours of operation.

AM—1130 kc

KYOR San Diego, Calif.—CP to increase power from 250 w to 5 kw and change hours of operation from daytime to unlimited, install new transmitter and directional antenna for day and night use.

AM—1340 kc

The Southeast Colorado Bcstg. Co., Lamar, Colo.—CP for a new standard broadcast station to be operated on 1340 kc, 250 w and unlimited hours of operation.

Nov. 20 Applications . . .

ACCEPTED FOR FILING

Modification of CP

WAAM Baltimore, Md.—Modification of CP which authorized a new commercial television broadcast station, to change transmitter location, to make changes in antenna system and for extention of commencement and completion dates.

AM—1450 kc

WIBM Jackson, Mich.—License to cover CP which authorized installation of new transmitter.

Remote Pickup

United Bcstg. Co., Area of Cleveland, Ohio—CP for new remote pickup broadcast station to be operated at 156.75, 158.40, 159.30 and 161.10 mc, 50 w, emission special.

United Bcstg. Co., Area of Cleveland, Ohio—CP for a new remote pickup broadcast station to be operated on 156.75, 158.40, 159.30 and 161.10 mc, 15 w, emission special.

AM—1490 kc

WOOB Anniston, Ala.—Modification of CP which authorized a new standard broadcast station, for approval of antenna, change type of transmitter, for approval of transmitter location and change studio location.

AM—1340 kc

WBGE Atlanta, Ga.—Modification of CP which authorized a new standard broadcast station, for approval of antenna, to change type of transmitter, approval of transmitter location and to specify studio location.

AM—1400 kc

KTOK Oklahoma City, Okla.—Authority to determine operating power by direct measurement of antenna power, during special authorization as operated by KTOK.

AM—1340 kc

KAND Corsicana, Tex.—Voluntary assignment of license to Alto Inc.—AMENDED: re change in officers, directors and stockholders of assignee corporation.

AM—1230 kc

WJOB Hammond, Ind.—CP to install a new vertical antenna and mount FM antenna on top of AM tower.

AM—1230 kc

WBOW Terre Haute, Ind.—CP to install new transmitter.

AM—1280 kc

KSOK Arkansas City, Kan.—Modification of CP as modified, which authorized a new standard broadcast station, to change type of transmitter.

Special Authorization

KWHK Hutchinson, Kan.—Special service authorization to commence operation at 7 a.m., CST, on 1190 kc, 1 kw power, during the months of November and December of 1946 and January and February of 1947.

AM—860 kc

KOAM Pittsburg, Kan.—Modification of CP as modified, which authorized change in frequency, increase in power, change in hours of operation, installation of new transmitter and directional antenna for night use and change in transmitter location, to increase power from 5 kw day and night to 10 kw day and 5 kw night, change type of transmitter and for extension of completion date.

AM—1230 kc

KDIX Dickinson, N. D.—Modification of CP which authorized a new standard broadcast station, for approval of antenna, approval of transmitter location and to specify studio location.

AM—1480 kc

KGLU Safford, Ariz.—Modification of CP which authorized changes in frequency, increase in power, installation of new transmitter and change transmitter location, to install new antenna and change transmitter location—AMENDED: to make changes in antenna.

AM—1060 kc

KYA San Francisco, Calif.—CP to change frequency from 1260 to 1210 kc, increase power from 5 kw day and 1 kw night to 50 kw day and night, install new transmitter and directional antenna for night use—AMENDED: to change frequency from 1210 to 1060 kc, change type transmitter, changes in directional antenna for day and night use, and change transmitter location from Baview Park, San Francisco, Calif., to 3 miles south of Hayward, Calif.

AM—590 kc

KCSJ Pueblo, Col.—Modification of CP which authorized a new standard broadcast station, for approval of antenna, and change transmitter location.

AM—1450 kc

KVSP Artesia, N. M.—License to cover CP as modified, which authorized a new standard broadcast station and for change of studio location and authority to determine operating power by direct measurement of antenna power.

AM—1490 kc

Community Service Bcstg. Corp of Amsterdam, N. Y., Amsterdam, N. Y.—CP for a new standard broadcast station to be operated on 1490 kc, 250 w and unlimited hours of operation—AMENDED: re stockholders and to submit engineer data.

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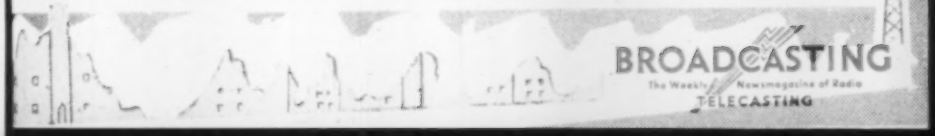

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AM—1010 kc

WINS New York—Modification of CP as modified, which authorized increase in power, new transmitter, DA, for extension of completion date from 11-25-46 to 1-24-47.

AM—1280 kc

Veterans Bcstg. Co. Inc., Rochester, N. Y.—CP for a new standard broadcast station to be operated on 1280 kc, 5 kw, directional antenna, unlimited hours of operation—AMENDED: re directional antenna changes and change in transmitter location (same description).

AM—730 kc

WCIF Madisonville, Ky.—Modification of CP as modified, which authorized a new standard broadcast station, to change type of transmitter.

AM—560 kc

WMIK Middlesboro, Ky.—CP for a new standard broadcast station to be operated on 1450 kc, 250 w and unlimited hours of operation—AMENDED: to change frequency from 1450 to 560 kc, power from 250 to 500 w, hours of operation from unlimited to daytime, change type transmitter and transmitter location.

AM—1510 kc

WMRP Flint, Mich.—License to cover CP as modified, which authorized a new standard broadcast station and authority to determine operating power by direct measurement of antenna power.

AM—1440 kc

WSFA Montgomery, Ala.—Modification of CP which authorized increase in power, installation of DA-N, for extension of completion date from 1-16-47 to 4-15-47.

AM—1340 kc

Brookhaven Bcstg. Co., Brookhaven, Miss.—CP for a new standard broadcast station to be operated on 1340 kc, 250 w and unlimited hours of operation—AMENDED: to change applicant from Brookhaven Bcstg. Co., partnership composed of Tullius Brady and Dalton B. Brady to Brookhaven Bcstg. Co. Inc.

AM—1340 kc

WJRI Lenoir, N. C.—Modification of CP which authorized a new standard broadcast station, for approval of antenna, approval of transmitter location and change studio location.

AM—970 kc

Eugene E. Stone, Florence, S. C.—CP for a new standard broadcast station to be operated on 1230 kc, 250 w and unlimited hours of operation—AMENDED: to change frequency from 1230 to 970 kc, 250 w to 5 kw daytime only; change type transmitter and change transmitter and studio location.

AM—680 kc

WMPS Memphis, Tenn.—Modification of CP as modified, which authorized change in frequency, increase in power, install new transmitter and DA for night use and change transmitter location, for extension of completion date.

Modification of CP

WJJD Chicago, Ill.—Modification of CP as modified, which authorized increase in power, installation of new transmitter and directional antenna for day and night use, for extension of commencement and completion dates.

AM—1590 kc

Tillamook Bcstg. Co. Inc., Tillamook, Ore.—CP for a new standard broadcast station to be operated on 1590 kc, 250 w and unlimited hours of operation—AMENDED: to specify studio location.

Applications Returned:

AM—1580 kc

Denison Broadcast Corp., Denison, Tex.—CP for a new standard broadcast station to be operated on 1580 kc, 250 w and daytime hours of operation. (Request of attorney.)

AM—1340 kc

Dr. Dick Welch, Port Arthur, Tex.—CP for a new standard broadcast station to be operated on 1340 kc, 250 w and unlimited hours of operation. (Incomplete.)

AM—1490 kc

Howard R. Elvey, Forrest W. Hughes, Raymond W. Mort, Harold A. Sparks and John E. Striker, a partnership d/b as Petaluma Broadcasters, Petaluma, Calif.—CP for a new standard broadcast station to be operated on 1490 kc, 250 w and unlimited hours of operation. (Incomplete.)

Application Dismissed:

Transfer of Control

WGAP Maryville, Tenn.—Transfer of control of permittee corporation from Geo. Burne Smith and V. H. McLean, d/b as Gateway Bcstg. Co. to Public Service Bcstg. Corp. (400 shares of common stock—100%). (Request of attorney.)

Applications Tendered for Filing:

AM—1340 kc

WJOI Florence, Ala.—Consent to assignment of license to Florence Bcstg. Co. Inc.

AM—1540 kc

Bayou Bcstg. Co. Inc., Baton Rouge, La.—CP for a new standard broadcast station to be operated on 1540 kc, 100 w night and 250 w day and unlimited hours of operation.

AM—790 kc

Western Plains Bcstg. Co. Inc., Colby, Kan.—CP for a new standard broadcast station to be operated on 790 kc, 5 kw and daytime hours of operation.

Applications Tendered for Filing:

AM—1170 kc

The Litchfield County Radio Corp., Torrington, Conn.—CP for a new standard broadcast station to be operated on 1170 kc, 1 kw and daytime hours of operation.

AM—1340 kc

Penn Lincoln Bcstg. Co. Inc., Carlisle, Pa.—CP for a new standard broadcast station to be operated on 1340 kc, 250 w and unlimited hours of operation.

AM—670 kc

Hoyle Barton Long, Front Royal, Va.—CP for a new standard broadcast station to be operated on 670 kc, 5 kw and daytime hours of operation.

AM—1350 kc

Duncan Bcstg. Co., Duncan, Okla.—CP new standard broadcast station to be operated on 1350 kc, 100 w night and 250 w day and unlimited hours of operation.

AM—1450 kc

Bob McRaney Sr., West Point, Miss.—CP for a new standard broadcast station to be operated on 1450 kc, 250 w and unlimited hours of operation.

FCC Boxscore

THE FCC disclosed the status of its applications as of Nov. 8 as follows:

AM — 1034 stations licensed; 425 construction permits outstanding; 648 applications pending.

FM — 48 stations licensed; 945 initial authorizations; which includes conditional grants; 281 applications pending.

TV — 7 stations licensed; 38 construction permits issued; 33 applications pending.

In the FM category, it is noted that an approximate total of 100 stations are operating, although not all have received licenses to cover CPs.

Nov. 21 Decisions . . .

BY COMMISSION EN BANC

FM Conditional Grants

Northwest Ga. Bcstg. Co., Cedartown, Ga.—Authorized a conditional grant for a Class B station, subject to further review and approval of engineering details.

Royal Oak Bcstg. Co., Royal Oak, Mich.—Same.

Mary Hardin-Baylor College, Belton, Tex.—Same.

Sunshine Bcstg. Co., San Antonio, Tex.—Same.

Miscellaneous FM

Eugene T. Roth, tr as Mission Bcstg. Co., San Antonio, Tex.—Designated for hearing application for Class B station, to be consolidated with KONO's AM renewal application.

WLOU Detroit, Mich.—Granted consent to voluntary assignment of license of FM station WLOU, from John L. Booth to Booth Radio Station Inc.

Telecast Inc., Roanoke Rapids, N. C.—Authorized cancellation of conditional grant made for a Class B station. Applicant states they have come to the conclusion that the City of Roanoke Rapids is too small to support two FM stations and one AM station.

FM Full CPs

The following were authorized construction permits; conditions. (Note: power given is effective radiated power; antenna height given is height above average terrain):

Airfan Radio Corp. Ltd., San Diego, Calif.—Class B; channel: 100.9 mc (No. 265); 33 kw; 425 feet.

The Tribune Co., Tampa, Fla.—Class B; channel: 93.3 mc (No. 227); 46 kw; 490 feet.

Columbia Bcstg. System Inc., St. Louis, Mo.—Class B; channel: 94.5 mc (No. 233); 41 kw; 480 feet.

Greensboro News Co., Greensboro, N. C.—Class B; channel: 98.1 mc (No. 251); 23 kw; 450 feet.

Josh L. Horne, Rocky Mount, N. C.—Class B; channel: 103.3 mc (No. 277); 20 kw; 500 feet.

Unity Bcstg. Corp. of Tenn., Chattanooga, Tenn.—Class B; channel: 94.9 mc (No. 235); 5 kw; 730 feet.

The Reporter Bcstg. Co., Abilene, Tex.—Class B; channel: 96.9 mc (No. 245); 46 kw; 760 feet.

Noncommercial Educational

The Board of Education of The City of Oklahoma City, Oklahoma City, Okla.—Granted CP for a new station to operate on 90.7 mc, channel (No. 214); 700 w; antenna 500 ft.; site subject to approval by the CAA.

(Continued on page 86)

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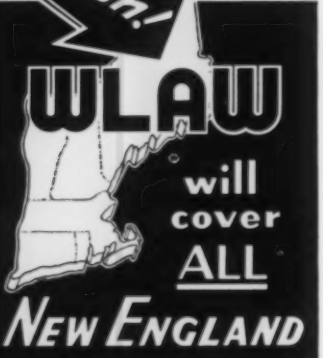

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NATIONAL REPRESENTATIVES:
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State Dept. May Act in Russian Ban

Columbia Directs Hottelet To Close Bureau In Moscow

IT APPEARED likely last week that the State Dept. will intervene in the Russian ban of U. S. network broadcasts originating in Moscow. Word from the State Dept. came as the Soviet Government rejected American petitions for revoking the Oct. 8 order denying U. S. radio correspondents use of Russian shortwave facilities [BROADCASTING, Nov. 11].

The Soviet Government made its position clear in a message to CBS Correspondent Richard C. Hottelet, in Moscow. Although the message bore no signature it was plainly a reply to one dispatched a fortnight ago to Premier Stalin by CBS Vice President Edward R. Murrow.

With future broadcasting from the Soviet Union to the U. S. clearly impossible, Mr. Murrow cabled his correspondent to close the CBS Moscow bureau and leave the U. S. S. R.

Last Correspondent

Mr. Hottelet was the last full-time correspondent of any U. S. radio chain in Moscow. Other networks have been represented by newspaper correspondents.

The Russian message came from the Press Department of the Russian Ministry of Foreign Affairs, according to Mr. Hottelet's report to his headquarters. It explained that radio correspondents had been permitted to broadcast from Russia only because "other forms of communication were made difficult by wartime conditions."

The Soviet Government pointed out that before the war correspondents had been permitted to use only telegraphic communications and that the Oct. 8 order represented a return to prewar practices.

"Provision of time for these radio broadcasts is also made difficult," the message said, "because radio transmitters are overburdened."

Mr. Hottelet said he asked the acting chief of the Foreign Office Press Department whether the order specifically excluded correspondents from using radio telephone facilities. "He emphasized . . . that correspondents before the war sent their messages by telegraph," Mr. Hottelet reported to Mr. Murrow. "He further pointed out to me that (the order) specified a return to prewar procedure."

After receiving the Russian Government's rejection from his correspondent, Mr. Murrow cabled Mr. Hottelet: "In view of Russian Government's decision, please close office and proceed soonest Berlin where further instructions awaiting."

'Not Final'

State Dept. officials met queries with the statement that "this is not entirely final," although none would comment beyond saying that the Department had not "given up hope." It was learned authoritatively that conversations already are taking place between U. S. Ambassador Walter Bedell Smith and Soviet officials and that General Smith is stressing the importance of continued broadcasts as a means of strengthening confidence between the peoples of Russia and the U. S.

It was understood that the State Dept. had not taken formal action because some of the networks felt they might work out some agreement with the Soviet Ministry of Information without going through diplomatic channels. Since the U. S. S. R. has turned down private industry's requests, it was reported that the State Dept. now may make formal representations.

It was pointed out that Tass, the Russian news agency, has originated some live broadcasts from United Nations meetings in New York and that this country has not denied Russian radio correspondents facilities for broadcasts to their homeland. Regularly scheduled broadcasts are being originated from U. S. for Russia now.

Whether the United Nations Educational, Scientific and Cultural Organization, now meeting in Paris, will take up the Russian ban on U. S. newscasts could not be learned, although it was recalled that one of the prime objectives of UNESCO is the free flow of news between nations. Russia, however, did not attend the original UNESCO meeting some months ago, although an invitation was extended.

On Nov. 8 CBS had sought State Dept. intervention with the Soviet in an attempt to encourage a reversal of the Russian order of Oct. 8 [BROADCASTING, Nov. 11] and at the same time Mr. Murrow cabled a request for reconsideration direct to Premier Stalin.

Meanwhile, ABC's executive vice president, Robert E. Kintner, had cabled Lt. Gen. Walter Bedell Smith, U. S. Ambassador to Moscow, a request for clarification of the Soviet ban. Last week Mr. Kintner received a reply.

Mr. Kintner described the message from General Smith as "confidential" and explained he was not, therefore, at liberty to divulge its contents.

Another network executive who refused to be quoted proposed retaliatory action against the Soviet broadcasting ban. "Action should be taken to get Russian representatives of Tass thrown out of the press galleries of both the House of Representatives and the Senate," he said.

Full text of the Russian Government's message to CBS:

In connection with your telegram of Nov. 8, 1946, concerning radio broadcasts from Moscow by your correspondent, Richard Hottelet, Press department, Ministry of Foreign Affairs, USSR, has been directed by the chiefs of the Ministry to inform you the following:

First, previously foreign correspondents did not have radio broadcasts from Moscow but sent their correspondence by telegraph.

Secondly, during the war two or three correspondents were given the privilege, as a temporary measure, of transmitting news by radio due to the fact that other forms of communication were made difficult by wartime conditions.

Thirdly, the recent halting of these radio broadcasts means the abolition of this temporary measure in the light of the functioning of ordinary means of communication.

Provision of time for these radio broadcasts is also made difficult because radio transmitters are overburdened. Correspondents who temporarily had radio broadcasting facilities may, if they want to, continue their work as before and send their correspondence as they did before the war.

FCC Actions

(*Continued from page 85*)

Commercial Television

Crosley Bcstg. Corp., Cincinnati, Ohio —Granted CP for a new station; frequency 66-72 (Channel No. 4); visual 34 kw, aural 17 kw power; antenna 603 ft. (Comr. Durr for hearing.)

Crosley Bcstg. Corp., Columbus, Ohio —Granted CP for a new station; frequency 60-66 mc (Channel No. 3); visual power 48 kw, aural 24 kw; antenna 546 ft. (Comr. Durr for hearing.)

Action in Docket Case

The Commission announces adoption of an order making final its proposed decision granting the application of Old Dominion Bcstg. Corp. for a new station in Lynchburg, Va., to operate on 1390 kc, with power of 1 kw, unlimited time, using a directional antenna, and granting the application of John M. Rivers for construction permit to increase power of WCSC, Charleston, S. C., from 1 kw day, 500 w night, to 5 kw; using a directional antenna at night only, operating on frequency 1390 kc, unlimited time. Both grants are subject to CAA approval of transmitter site.

The application of Piedmont Bcstg. Corp., licensee of Station WBTM, Danville, Va., for CP to change operating assignment of that station from 1400 to 1390 kc, and increase power from 250 w to 1 kw, unlimited time was previously removed from this consolidated proceeding.

Montgomery Ward

(*Continued from page 17*)

advertising. An increase in the radio as well as newspaper budgets appears in the offing for the ensuing sales year.

No attempts to check the effectiveness of radio as opposed to that of newspaper have been made nor are they contemplated. "We've had good results with both," Mr. Martin pointed out, "and we feel radio has advanced beyond the 'testing stage.' A combination of both radio and newspaper is the ideal set-up for retail promotion."

It's too early to predict Ward's advertising plans for 1947 but radio advertising has come into its own as a powerful medium for one of the nation's largest retail organizations.

Preview Ready

A PREVIEW record of a quarter hour program featuring Igor Cassini, better known as Cholly Knickerbocker, in a show on news, chatter and opinion based on material similar to that contained in his daily newspaper column, has just been completed. Charles Amory and John Krimsky of Buchanan & Co. are handling program.

FCC Reports

(Continued from page 20)

ready on file, the effect is to incorporate that data by reference and make it a part of the application.

Contee Rose, Baltimore attorney for Tower Realty, attempted to show a variance in the figures on WCBM President John Elmer's income from the station as set forth in a WCBM exhibit and as reflected in the station's annual financial reports to FCC.

A contract was introduced showing that Mr. Elmer, who with his wife owns 49% of WCBM stock, receives 35% receipts of WCBM time sales except those to networks. In the latter case the contract calls for him to receive 20%, but it was testified that he actually receives only 15%. After paying sales expenses, according to the exhibit, Mr. Elmer's net earnings from WCBM in recent years ranged from $27,516 in 1942 to $54,435 for the first 10 months of 1946.

Queried about what Mr. Rose called inconsistencies between the exhibit's figures and Mr. Elmer's income as reflected in the financial reports, Mr. Elmer said he was not acquainted with financial details of the company, which were left to his son-in-law, George H. Roeder, WCBM secretary-treasurer and general manager.

Mr. Roeder already had testified and been excused by Examiner Stein. Mr. Spearman noted that he gave counsel for other participants advance notice that Mr. Roeder was the man most familiar with financial details, and told them: "You missed your chance to get your red meat."

Seeks Change to 680 kc

WCBM is seeking to change from 1400 kc with 250 w to 680 kc with 10 kw day and 5 kw night, directionalized fulltime. Tower Realty, headed by Maj. Gen. Philip Hayes, former commander of the 3rd Service Group, U. S. Army, is seeking the same assignment for a new station at Baltimore.

Others in the 680 kc hearing: Foundation Co. of Washington, headed by Elmer W. Pratt, Washington radio attorney, seeking a new Philadelphia station on 680 kc with 10 kw, directional antenna fulltime (Foundation is also a Washington applicant and Treasurer Lawrence J. Heller, former majority owner of WINX Washington, said it might also file for a new Baltimore outlet); WRNY, new station at Rochester, N. Y., applying for fulltime instead of daytime operation on 680 kc, and Lomar Broadcasting Co., seeking a new station at Lancaster, Pa., on 680 kc with 5 kw day and 1 kw night, directionalized.

The hearing was conducted Nov. 5-15. In addition to Mr. Stein as examiner, FCC was represented by Theodore Baron as Commission counsel.

Varied Decisions on Overlap Cited by Counsel for WADC

A LOOK at FCC's past interpretations of the multiple ownership rule (Sec. 3.35) was provided last week in a summary presented to the Commission by Paul M. Segal of the Washington law firm of Segal, Smith & Hennessey.

It was submitted by Mr. Segal, counsel for WADC Akron, during his argument for elimination of the "exception" clause of the rule and against, specifically, the proposed waiver of the rule as applied to WGAR Cleveland and WJR Detroit in the WGAR-WADC case involving use of 1220 kc with 50 kw (story page 36).

The list does not include proposed decisions on the WGAR-WADC case, nor on the Ashbacker-Fetzer case, in both of which the Commission ruled other factors justify grants to WGAR in the former and, in the latter, to Fetzer Broadcasting Co. for a new Grand Rapids station whose daytime service would overlap that of Fetzer's WKZO Kalamazoo.

By way of comparison with the extent of overlap involved in past decisions, Mr. Segal noted that the daytime overlap between the two Fetzer operations would be 100%. In the WGAR case, he said WJR's service area would overlap WGAR's "in its entirety," with WJR's nighttime fading-free coverage including 75.9% of WGAR's population.

The summary (last three on the list were "existing situations" when the duopoly rule was adopted; others arose later on application for new stations):

Existing station: Hannibal, Mo. Proposed station: Mexico, Mo. Overlap: existing over proposed, two millivolts per meter, 60% of area; half millivolt per meter, 100% of area. Proposed decision: denial.

Existing station: Washington, Pa. Proposed station: Pittsburgh, Pa. Proposed decision: grant on condition applicant divests Washington station.

Existing station: Steubenville, Ohio. Proposed station: Pittsburgh, Pa. Overlap: existing over proposed, 17.5% of area, 5.4% of population; proposed over existing, 54% of area, 43.3% of population. Proposed decision: grant.

(FM) Existing station: Steubenville, Ohio. Proposed station: Pittsburgh, Pa. Overlap: existing over proposed, 74% of area, 84% of population; proposed over existing, 37% of area, 26.6% of population. Proposed decision: denial.

Existing station: St. Augustine, Fla. Proposed station: Jacksonville, Fla. Overlap: proposed over existing, 75% of area, 50.2% of population. Proposed decision: grant on condition applicant divests St. Augustine.

Existing station: Gulfport, Miss. Proposed station: Biloxi, Miss. Overlap: new station would overlap eastern residential area of Gulfport; existing station over proposed, 60% of area, 23.7% of population (rural). Proposed decision: denial.

Existing station: Winchester, Va. Proposed station: Martinsburg, W. Va. Overlap: existing over proposed, 73% of area, 39% of population. Final decision: denied.

Existing station: Evansville, Ind. Proposed station: Evansville, Ind. Overlap: existing over proposed, 100%; proposed over existing, 20% of area, 33 1/3% of population. Final decision: denied.

(Day) Both stations: Sioux Falls, S. D. Overlap: existing over proposed, 100%. Final decision: denied.

(Night) Both stations: Sioux Falls, S. D. Overlap: none, since existing station does not operate at night. Final decision: denied.

Jimmy Walker, Former N. Y. Mayor, Dies at 65

JAMES J. WALKER, 65, president of Majestic Records Inc., New York, and at one time mayor of New York City, died on Nov. 18 at Doctors Hospital, New York, as a result of a blood clot on his brain.

Mr. Walker joined Majestic Records, which is a wholly owned subsidiary of the Majestic Radio and Television Corp., as president in March 1945. He is survived by two adopted children, James John Walker II, and Mary Ann Walker, and a sister, Nan Walker Burke.

No successor to Mr. Walker has been announced as yet by Majestic.

Dr. E. Marquina

DR. EDUARDO MARQUINA, 67, Spanish playwright and author and president of the Sociedad General de-Autores de Espana, died Nov. 21 in New York of a heart attack. He arrived in the U. S. Oct. 4, accompanied by his son, Luiz, as a delegate to the International Confederation of Societies of Authors and Composers. Dr. Marquina, recognized as the leading Spanish playwright, was president of the confederation in 1934-35.

Nielsen

(Continued from page 18)

of U. S. census figures "county-by-county, town-by-town on number of persons in a family, homes owned versus rented, educational level of head of household, occupation of employed persons, etc.," against which the diary sample can be allocated. Next, public individuals such as librarians, school principals, town clerks, etc., are asked to suggest families "meeting the specifications the controls have dictated." These families are sent a questionnaire about their listening habits, size of family, etc. Finally, "the individual is asked if he will cooperate, if generously rewarded, in an important scientific radio survey which will involve the whole family keeping records of its listening for an entire week."

Mr. Nielsen criticized this method as "inevitably" producing an untypical sample, because the families responding are "willing to answer letters, abnormally interested in radio, willing and able to keep detailed records and/or abnormally interested in or in need of compensation." In contrast, he said that this company, by "extensive, meticulous and costly research," has "proved conclusively" that Nielsen Radio Index homes are properly distributed and do not differ from average radio homes in respect to either quantity of listening or type of programs heard.

WNAX

YANKTON – SIOUX CITY

If you have not seen the WNAX "1946 DAIRY STUDY" see your next KATZ Man.

P.S. BMB—also has a great story to tell about WNAX.

Ever see a Spartan sell Tractors?

Farmer Cliff Gray sold 57 units of Ford-Ferguson tractors and Mercury and Ford cars within 60 days on his Monday through Saturday program, "The Piedmont Farm Hour". The average price of these 57 tractors and automobiles was $1500. Total sales: $85,500.

WSPA Spartanburg, South Carolina

5000 watts day and night, 950 Kc Rep by Hollingbery
CBS Station for the SPARTANBURG-GREENVILLE Market

BOSTON'S
EXCLUSIVE
ABC OUTLET
NOW
5000 WATTS

Serving the entire Metropolitan area of 3 million people

A COWLES STATION

Represented nationally by the Katz Agency

WCOP

1150 on your dial

WISN
MILWAUKEE

Dominant
SELLING
POWER
in the Nation's
12th Market

5000 WATTS

A
CBS
STATION

G. W. Grignon
General Manager

The KATZ AGENCY, Inc.
National Representatives

Georgia Institute

(*Continued from page 20*)

diction over radio regulation by Congress.

He told of the Commission's multiple grants to small towns, such as the Pocatello, Idaho, situation where five AM stations have been granted to a city of 18,000, thereby making radio the "survival of the fittest."

"Everyone has assumed that there is no right of appeal," said Mr. Lohnes. "If a broadcaster can show that the public interest is going to be harmed, he has a right of appeal. Certainly it could be termed an adverse effect on the public interest if four stations were going to go broke, leaving a community without adequate service."

Mr. Lohnes saw in the FCC Blue Book a violation of the Supreme Court decision in the Sanders Brothers case, when the court held that the FCC had no control over programs or business practices of stations. On the other hand, he pointed to a Court of Appeals decision in the Brinkley license revocation proceeding which held that the Commission had the right to consider past performance in removing licenses.

"Nobody knows what the court is going to say in view of these conflicting philosophies," he said. He urged licensees whose licenses are in the name of other corporations—such as newspapers—to separate broadcasting interests from other businesses.

"In the case of a newspaper owning a radio station and the station license is issued in the name of the newspaper, the publisher cannot sell his property without approval of the Commission," said Mr. Lohnes. "That, in effect, gives the Government control over who shall publish newspapers." He cited the Crosley Corp. sale to Aviation Corp. and the resulting Avco rule.

Mr. Lohnes spoke of limitations placed on FM by the Commission and of the need for remedial radio legislation. Radio, he said, had outgrown the Communications Act of 1934, which in fact is 19 years old because it embodies the old Radio Act of 1927.

Building Peace

At a luncheon session Friday, J. Leonard Reinsch, managing director of the Cox stations and radio adviser to President Truman, said radio's greatest public service opportunity is to help build international peace. His topic was "Radio in the Public Service."

"As the President said at the opening of the UN conference in New York," said Mr. Reinsch, "'Since wars begin in the minds of men, the defense of peace must be constructed in the minds of men, and a free exchange of ideas and knowledge among peoples is necessary.'

"We in radio must be internationally minded. Our radio managers, program directors, news editors, all must know news, must take the lead in their communities in promoting peace not alone with fine network shows but with locally conceived and produced programs.

"This is a difficult task. Destiny, however, has given American radio the challenge of the ages. May we have the wisdom, courage and foresight to use our facilities to accept the challenge and help build a lasting peace."

At a Friday afternoon session, over which John M. Outler, general manager of WSB Atlanta, presided, Richard S. Nickeson, assistant professor of radio journalism, Grady school, discussed "Production of Copy" and Irvin G. Abeloff, general manager of WLEE Richmond, Va., spoke on "Production on the Air."

Radio's Sales Power

Frank E. Pellegrin, NAB director of Broadcast Advertising, speaking on "Radio Selling in 1947," observed that to achieve success in radio advertising "the product must be right; the program must be right; the audience must be right. This means the application of the 'beamed program technique' whereby a specific program on a specific station or network, at precisely the right time is beamed at the particular type of audience attracted by that program and desired by that sponsor. When these fundamentals are properly provided, radio will succeed because success is inherent in the characteristics of the medium."

Mr. Pellegrin cited these radio traits: More people are listening every year; more people enjoy it as their favorite source of entertainment and news and as the activity to which they devote more time than to any other except work or sleep; over 89% of all families own one or more sets and 83% of these listen every day; listeners like all type of programs; radio uses the human voice, the most effective means of communication; radio appeals most strongly to the emotions; it has won the confidence of listeners; children have more faith in it than in other media; radio advertising is timely; it tells an adequate story; it enters the home by invitation; it sells the right person; it has become the greatest medium of mass communication the world has ever known.

Henry Ringgold, of Edward Petry & Co., also spoke on sales. Promotion discussions were presented by Tom Connally, promotion director of CBS, and E. P. J. Shurick, promotion manager of KMBC Kansas City.

Dean Drewry was assisted in handling the institute by a committee composed of Messrs. Cobb, Outler, Smithgall, Jack Williams, WAYS Waycross, and Dwight Bruce, WOTC Savannah.

MARRIED in Detroit Nov. 9 were William J. Scripps, vice president and radio director of Detroit News Co., and Virginia Littlepage, formerly of Maxon Inc., Detroit, and J. Walter Thompson Co., Detroit.

Engineers Discuss Region Agreement

Sessions Will Be Resumed in Washington Nov. 26

FOLLOWING two days of preliminary discussions an informal engineering conference preparatory to drafting U. S. proposals for the Third North American Regional Broadcasting Agreement was adjourned last week until 10 a. m. Tuesday (Nov. 26) in Room 6121, New Post Office Bldg., Washington.

Industry and FCC engineers met Tuesday and Wednesday with George P. Adair, Commission chief engineer, to consider a rough draft of this country's proposals, prepared by the FCC. There was disagreement over some policy matters and the industry engineers requested that Mr. Adair return the draft to the Commission with recommendations for changes.

Tentative agreements were reached on the technical section of the proposed recommendations, which must be filed with the Inter-American Radio Office, Havana, by Jan. 2, 1947. Mr. Adair said the meetings would continue this week until the U. S. proposals are completed. Attending last week's meetings were, in addition to Mr. Adair: E. F. Vandivere, Ralph J. Renton, R. G. Weston, Fanney N. Litvin, James E. Barr, H. W. Graham, all of the FCC; James P. Veatch, RCA, Jay W. Wright, CBS; W. S. Duttera, NBC; John S. Cross, State Dept.; John H. DeWitt Jr., Clear Channel Broadcasting Service; E. C. Page and E. M. Johnson, MBS; Frank Marx and John G. Preston, ABC; H. J. Beecher, Kear & Kennedy, consulting engineers; G. M. Lohnes, Lohnes & Culver, consulting engineers; Jules Cohen, Weldon & Carr, consulting engineers; T. A. M. Craven, Cowles Broadcasting Co. (who signed NARBA on behalf of the U. S.); G. Porter Houston, WCBM Baltimore, as NAB observer.

BROADCASTERS of Blue Grass State talked over problems at meeting of Kentucky Broadcasters Assn. Nov. 15-16 in Lexington.

Front row (l to r): Steve Cisler, F. Eugene Sandford, WKYW; Joseph G. Matthews, WCMI; G. F. Bauer, WINN; Sillous G. Hembree, WCTT; M. L. Peace, WFKY; Ken Sparnon, BMI; Prewitt Lackey, WPAD; Al Temple, WLBJ; Gus Hagenah, Standard Radio; Bruce Hager, WOMI.

Second row: Harry Callaway, WHAS; Arthur C. Stringer, NAB; J. E. Willis, Nunn Stations; W. H. Cartwright, Edward Petry & Co.; J. Allen Brown, NAB; Harry McTigue, WINN; Hugh Potter, WOMI; F. Ernest Lackey, WHOP.

Third row: Roy Harlow, BMI; C. L. Harris, Porter Smith, WGRC; Samuel E. Feldman, ASCAP; Miller Welch, WLAP; Gilmore N. Nunn, Nunn Stations; Jack Baker, WFKY; J. W. Betts, WKYO; LeRoy Keller, UP; Dan Denny, NBC Thesaurus; John Sehon, UP; Jean Clos, WHAS; George Patterson, WAVE; George Field, WBS; Harry LeBrun, MBS; Hecht S. Lackey, WSON; Edgar Parsons, Fred A. Palmer Co.; Pierce E. Lackey, Lackey Stations; J. D. Langlois.

Registered but not in photo: J. B. Faulkoner, WLAP; Miss Gay Pauley, UP; Bill Ladd, Courier-Journal and Louisville Times; Vic Vickrey, SESAC; D. H. Long, Phil Sutterfield, WKLX; Joe Eaton, WHAS; Elmer G. Sulzer, WBKY; Neil Cline, WLEX; N. J. Peterson, General Electric Co.; Harrison Colson, Committee for Kentucky; C. H. Fleming, WFKY.

• • •

Ed Willis Is Elected President of KBA

Kentucky Broadcasters Convene At Lexington Nov. 15-16

ED WILLIS, of the Nunn Stations, Lexington, was elected president of Kentucky Broadcasters Assn. at its Nov. 15-16 convention held at the Lafayette Hotel, Lexington. First vice president is Harry McTigue, WINN Louisville, with F. Earnest Lackey, WHOP Hopkinsville, as second vice president and Harry Callaway, WHAS Louisville, secretary.

Directors for the coming year are Porter Smith, WGRC Louisville; Hugh Potter, WOMI Owensboro, retiring KBA president, and Neil Cline, WLEX Lexington. Paducah was named as site for next convention. No date was set.

Legislative committee empowered to acquaint new members of Congress with legislation in which the industry is interested will be named by President Willis. Growing practice among colleges and high schools to charge for broadcast of football and basketball was criticized.

Problems of small stations were analyzed by J. Allen Brown, NAB assistant director of broadcast advertising. Arthur C. Stringer, NAB director of special services, held a round table on radio news. At the Friday night banquet William H. Cartwright, of the Detroit office of Edward Petry & Co., described the firm's St. Louis survey.

Plans for the first formal radio instruction courses at the U. of Kentucky were outlined by Elmer Sulzer, head of the university's School of Radio Arts. Delegates were guests of the Nunn stations at luncheon and attended the U. of Kentucky-W. Va. football game.

WJOL Joliet Former Owner's Right to Air Time Defended

FCC was told last week that the time-lease which was the basis of its proposed denial of license renewal to WJOL Joliet, Ill., might aptly be compared to the usual contract with an advertiser, so far as its effect on station operation is concerned.

Abe Fortas, former Under-secretary of the Interior, appearing as attorney for A. J. Felman, former owner of the station and holder of the time contract, asserted that the present owners of WJOL retain full responsibility for its operation, that the contract is subject to FCC regulations and the station's rules, and that it has been on file with FCC and its predecessor Federal Radio Commission since 1932 and never before has been challenged.

The contract allocates to Mr. Felman, department store owner, 45 minutes daily (in two specific periods) so long as the station operates, to advertise his business or that of any person or firm doing business with him. When it was brought out that he sells portions of his time, Acting Chairman Charles R. Denny Jr. questioned whether in effect he isn't operating "a little, 45-minute station."

In support of the analogy Mr. Fortas pointed out that the contract was part of the sale price when Mr. Felman sold the station in 1932 (he also received $5,000) and that because of it Mr. Felman originally and all purchasers since then have benefited from smaller purchase prices than otherwise would have been charged. He said Mr. Felman had never refused a WJOL request for substitution of a special interest broadcast in the period allotted to him.

Asked whether the station might schedule another commercial program regularly in the Felman period, he said he thought Mr. Felman's approval would be necessary. But, he said, WJOL might put any program it wished into that period if sponsorship was attributed to Mr. Felman.

WJOL Noncommittal

Richard C. O'Hare of the Washington law firm of Dempsey & Koplovitz, counsel for WJOL, said the station was taking no position either for or against the contract but that it did restrict somewhat the station's control over broadcast time. However, he said, WJOL retains control over "every word" that is broadcast. He estimated the time provided to Mr. Felman under the contract would cost $7,000 a year "at the lowest rate."

FCC's proposed decision, announced last summer, held that a time-lease for a long, indefinite period renders a licensee "impotent" to assume full responsibility for station operation. It anticipated denial of the renewal application without prejudice to a showing by WJOL, within 30 days of finality of the decision, that the contract was being given no further effect [BROADCASTING, July 22].

WJOL operates on 1340 kc with 250 w fulltime. The present owners, headed by Calvin Wilson of Charleston, W. Va., bought the station in 1945. In approving that transfer, FCC reserved the question of the time contract for consideration with the renewal application.

Delivers Coverage of North Carolina's No. 1 Market

- Winston-Salem
- Greensboro
- High Point

WSJS
WINSTON-SALEM

Affiliate for
THE TRI-CITIES
Represented by
HEADLEY-REED COMPANY

KFMB Sells SAN DIEGO

Going Up! 1946 U. S. Census shows San Diego metropolitan district with post-war civilian population of 465,720. San Diego city population jumps 78% over 1940! This lucrative market is yours "from the inside" with KFMB.

KFMB
BASIC AMERICAN NETWORK
(Pacific Coast)
SAN DIEGO, CALIF.

Owned and Managed by JACK GROSS
Represented by the BRANHAM CO.

NBC has a RICH NEW PRIMARY AREA in California

KERO Bakersfield

RODMAN RADIO STATIONS
KFRE · KRFM · FRESNO
KERO · BAKERSFIELD ·

All NAB convention photographs in the October 28 issue of BROADCASTING Magazine were taken by our staff.

★

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NAB Staff Has Big Part in Area Meets

First Meeting Scheduled For Pacific Coast Jan. 8-10

THREE-DAY "flea circus" programs, in which NAB's headquarters staff will participate to a greater extent than formerly, will be held during the winter when the new "area" plan goes into operation. First of the area sessions will be held Jan. 8-10 in San Francisco when the Pacific Coast segment composed of Districts 15, 16 and 17 meets at the Mark Hopkins Hotel. An eight-man headquarters crew is slated to take part.

The area idea was developed at the new NAB Board of Directors meeting in Chicago Oct. 25, after close of the convention. Under the plan the headquarters group will direct two days of each three-day meeting with each district holding separate meetings on the third day. This plan gives broadcasters a complete program in which special subjects are covered by staff experts. At the same time the autonomy of the separate districts is retained, with the travel burden of officers lightened.

The original eight-area program, suggested by the board, will be modified to some extent to meet desires of the districts. Itinerary for the winter circuit is starting to take shape under direction of C. E. Arney Jr., NAB secretary-treasurer, and board members.

Opening area meeting will find Districts 15, 16 and 17 in joint session. It will follow immediately the Jan. 5-7 board of directors meeting at the Mark Hopkins Hotel. Districts 15 (No. Calif., Nev., Hawaii) and 17 (Alaska, Ore., Wash.) will assemble intact but District 16 (Ariz., So. Calif., N. M.) may be split.

Some New Mexico stations, along with stations in the western tip of Texas (now District 13), have asked to be included in District 14 (Col., Idaho, Utah, Wyo., Mont., western S. D.) on the ground that travel is easier to Mountain cities and their interests are closer to these States than to the Pacific group.

By-Law Amendment Needed

Amendment of the by-laws of the association is required for revision of districts, with the By-Laws Committee scheduled to meet in Washington Dec. 16-17. Committee members are J. Harold Ryan, Fort Industry stations; Edgar Kobak, MBS; G. Richard Shafto, WIS Columbia, S. C., a board member for medium stations. Messrs. Arney and Don Petty, NAB general counsel, will participate.

Scheduled to take part in the opening area meeting at San Francisco are President Justin Miller; Executive Vice President A. D. Willard Jr.; Mr. Arney; Frank E. Pellegrin, director of broadcast advertising; J. Allen Brown, assistant director of broadcast advertising in charge of the Small Market Stations Division; Mr. Petty; Richard P. Doherty, director of employe-employer relations; Kenneth H. Baker, director of research. Robert C. Coleson, assistant to the president, also is expected to take part in this meeting.

Small market stations will occupy a prominent position in the area meetings, with Mr. Brown scheduled to make the entire circuit. Already stations are submitting suggestions for subjects to be covered.

Second Meeting

Second area meeting is scheduled Jan. 13-15 at the Hotel Utah, Salt Lake City, with the geographically large Mountain region (District 14) comprising an area all its own. The program will differ from the San Francisco agenda since only one district will participate. Third day will be devoted to a radio news clinic, called by Director Hugh B. Terry, KLZ Denver. Past news clinics have comprised only small areas covering a single State, or less. The clinic plan, directed by Arthur C. Stringer, NAB director of special services, was instituted a year ago and this will be the 16th of the series.

Flea circus schedule is indefinite after the Salt Lake City gathering. Only other area meeting definitely booked is a joint session of Districts 4 (D. C., N. C., S. C., Va., W. Va.) and 7 (Ky., Ohio) at the Roanoke Hotel, Roanoke, Va., April 28-29.

Joint meeting of Districts 10 (Ia., Mo., Neb.) and 12 (Kan., Okla.) was originally planned. Sentiment among stations favors Kansas City as a convention site but difficulty has arisen in obtaining hotel facilities. St. Louis was considered too far east for an area meeting. A similar hotel problem has developed in the proposed area meeting for District 8 (Ind., Mich., except 2 counties), 9 (Ill., Wisc., in part), and 11 (Minn., N. D., Mich. in part, eastern S. D.).

Tentative Schedule

Since one of the main purposes of the area plan is to ease the travel and time problem for NAB executives, a tentative itinerary is being considered for a separate meeting of District 13 (Texas) to be followed in a day or two by an area session covering Districts 6 (Ark., La., Miss., Tenn.) and 5 (Ala., Fla., Ga., P. R.).

Plan to merge the three northeastern district meetings appears doomed but the travel and time problem for the Washington staff is not serious in this part of the country. Stations in District 1 (Conn., Me., Mass., N. H., R. I., Vt.), District 2 (N. Y., N J.) and District 3 (Del., Pa., Md.) have voiced opposition to the area plan and judging by present indications they will meet separately. District 3 is expected to hold its meeting in Baltimore.

NAB budget for the coming year will be taken up by the newly-appointed Finance Committee Dec. 5-6. Committee members are: Clair R. McCollough, WGAL Lancaster and board member for small stations, chairman; John J. Gillin, WOW Omaha, District 10 director; Campbell Arnoux, WTAR Norfolk, District 4 director; Paul W. Morency, WTIC Hartford, District 1 director; Leslie C. Johnson, WHBF Rock Island, District 9 director.

Membership of other NAB committees will be announced this week as soon as acceptances have been received.

Lynchburg Grant; WCSC Gets 5 kw

Old Dominion Gets 1390 kc With 1,000 w Fulltime

AN ORDER making final the proposed decision to grant Old Dominion Broadcasting Corp.'s application for a new station at Lynchburg and the application of WCSC Charleston, S. C., for an increase to 5 kw power fulltime was adopted by FCC last week.

The grant to Old Dominion was for use of 1390 kc with 1 kw directionalized fulltime. The WCSC grant is for an increase in power on 1390 kc from 1 kw day and 500 w night to 5 kw unlimited time with directional antenna at night.

The Lynchburg grantee firm is headed by David Hugh Dillard, 85% owner of Old Dominion Box Corp. which owned 2.08% of common stock and 4.35% of preferred stock of WLVA Richmond, but FCC said the box company had relinquished its holdings in the existing Lynchburg station.

Mr. Dillard, his son, Edward S., and his brother, Dr. Powell G. Dillard, own 20% each in the new radio company. Chapman S. Hoge, brother-in-law of Dr. Dillard, and Robert Harrison Woods, Dr. William Douglas Pedigo, and John L. Dillow own 10% each.

Finality to the proposed grant [BROADCASTING, June 10] was authorized after WBTM Danville, Va., which had received a proposed denial of its application to change from 250 w on 1400 kc to 1 kw on 1390, amended to specify a nonconflicting frequency.

WWNR Manager Quits

H. J. FORBES has resigned as manager of WWNR Beckley, W. Va., one of the Rahall stations, effective Nov. 30. N. Joe Rahall, president and general manager of Rahall Broadcasting Co., plans to assume complete charge of WWNR.

Three Stations in New England Are Given NBC Service Awards

WCSH Portland, Me., WTIC Hartford, Conn., and WJAR Providence, R. I., have been formally awarded 20-year plaques by NBC as three of the original six affiliates of the network. Similar presentations are also scheduled for the other three pioneer affiliates, WWJ Detroit, WDAF Kansas City and KSD St. Louis, although NBC has not yet completed arrangements.

WCSH received its commemorative 20-year bronze plaque on Nov. 20 at a dinner held in the Eastland Hotel, Portland. The presentation was made by Sheldon B. Hickox Jr., manager of NBC station relations, to William H. Rines, WCSH managing director. Following the presentation Philip I. Merryman, manager of NBC planning and development, addressed the gathering on "Television, the New Advertising Medium."

Among the guests at the dinner were Lyman S. Moore, Portland city manager, Edward E. Guernsey, manager of WLBZ Bangor; Jack S. Atwood, manager of WRDO Augusta; Creighton E. Gatchell, manager of WGAN Portland; Charles Curtin, manager of WMTW Portland; Carleton D. Brown, manager of WTVL Waterville, Me.; Robert E. Beith, managing editor of both Portland newspapers; John W. Moran, executive secretary to the Governor of Maine and sportscaster for WCSH, WLBZ and WRDO; and Everett Greaton, executive director of the Maine Development Commission.

WTIC, WJAR Also Feted

Meanwhile the network had presented a bronze plaque commemorating the 20th anniversary of the NBC-WTIC affiliation (see photo) to the station at a dinner on Nov. 19 in Hartford [BROADCASTING, Nov. 18]. The plaque was presented by NBC President Niles Trammell to Jesse W. Randall, president of the Travelers Insurance Co., which owns the station. Both Mr. Trammell and Justin Miller, NAB president, addressed the gathering. Other NBC officials who attended the dinner were William S. Hedges, vice president in charge of planning and development, Sydney H. Eiges, press department manager; Mr. Hickox; Thomas McGray, national program manager and a program manager at WTIC for several years; and Norman L. Cloutier, Radio Recording's Thesaurus program manager, and former associate musical director of WTIC.

President Miller, speaking on "The American System of Broadcasting Is the Best in the World—Why?" pointed to a "recent, subtle change" in the Government's attitude toward broadcasting freedom and a "dangerous tendency" toward increasing control. He described American radio as "a free oasis in broadcasting in a desert of Government control."

WJAR received its bronze plaque on Nov. 20 from Mr. Hedges. Mortimer L. Burbank, president of the Outlet Co., owners of the station, accepted the plaque at a ceremony broadcast on WJAR from 6:15-6:45 p.m. Following the program Mr. Hedges, Mr. Burbank and station officials, headed by Jack Boyle, manager, attended a dinner at the Hotel Biltmore in Providence.

DOUBLE-HEADER marked presentation last Tuesday of NBC 20-year plaque to WTIC Hartford. Niles Trammell (top photo, right) presented plaque to Jesse W. Randall, president of Travelers Insurance Co., parent firm owning WTIC. Then came surprise presentation to Paul W. Morency (bottom, left), WTIC vice president, of Connecticut War Council Medal by Gov. Raymond E. Baldwin for his "extraordinary civilian service during the war."

Test Relay Granted

SOUTHERN CALIFORNIA Telephone Co. last week was granted construction permit for an experimental class 2 portable station of two units to be used in establishing a microwave link between Los Angeles-Hollywood area and Mt. Wilson, Calif. Applicant's program of experimentation is to determine the technical and operating problems involved in regular commercial use of super-high frequency equipment for television relay service. No commercial traffic may be handled by test units, however. Temporary assignment covers 3970 and 4170 mc using 1 w power.

BMB Data Release Is Hit as Premature

Coverage Maps Are Discussed By Timebuyers of AAAA

THIRTY-FIVE timebuyers and radio producers associated with agencies affiliated with AAAA, meeting in Chicago last Tuesday, voiced criticism at BMB for what they termed poor timing in releasing BMB data and coverage maps ahead of those to be mailed to agencies.

When members were called on to voice opinion of BMB reports, Bob Mason, general manager of WMAN Marion, Ohio, displayed coverage maps which showed 50% intensity and other maps to indicate intensity county by county in lesser degrees.

Consensus of members present was that some agreement must be reached between BMB, stations and agencies as to the definite percentages by counties that would be given on each coverage map. They agreed that three colors representing 50% intensity and over, 25 to 50% and under 25% would probably be the most satisfactory method of presenting station coverage claims.

Harlow Roberts, who presided as chairman of the AAAA radio panel, then canvassed each of the 35 members present for their views on the BMB reports. A transcript will be sent to BMB national headquarters, he said.

HOOPER SAYS RADIO SHOULD TAKE LEAD

C. E. HOOPER, speaking Nov. 14 before the Advertising Club of Indianapolis, said that "radio, which operates in a national goldfish bowl, should be the standard-setter for all media of communication, entertainment and enlightenment. Radio's size, radio's universal availability to young and old, radio's inherent effectiveness and influence demand it."

The program-rating executive outlined briefly the manner in which his ratings "select the programs which stay on the air." He said, "the public votes twice a month and the results reach all parties concerned within a few days. The vote is not an opinion but rather a preference expressed in terms of actual listening to a program. It is cast in absolute privacy; it is uninhibited. It is uninfluenced by party affiliation or the oratorical machinations of political candidates.

"Each vote is equal to every other vote. The advertiser, the network, the agency—at times our own government—accept the public's decision, within the limits of its applicability, as final," Mr. Hooper sad. "Radio's process of rating its audience, combined with radio's application of the ratings to programming, furnishes the best available example of the pure democratic process at work."

SELL SAN DIEGO

NUMBER 1 U.S. CITY IN SALES INCREASE

SALES + SERVICE UP 243.16%* SINCE 1939 *SALES MANAGEMENT

148,410** RADIO FAMILIES **BROADCAST MEASURING BUREAU

and sell it best with

KSDJ

CLEAR CHANNEL • 1170 Kilocycles

5000 WATTS

AFFILIATED WITH CBS

KSDJ is the broadcasting brother of San Diego's Great Newspaper—the Daily JOURNAL

Purnell H. Gould, Gen. Manager
Geo. C. Smith, Sales Manager

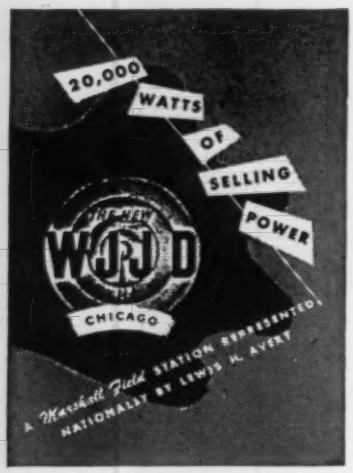
REPRESENTED NATIONALLY BY FREE & PETERS

Hon. F. C. Estey
Melamed - Hobbs, Inc.
Chicago
Dear Cliff:

Santa's in town! Yep, our own Santa Claus broadcasts daily over a WCHS mike at Levin's, one of West Virginia's largest department stores. This has become a big annual affair for the kiddies and Levin's too. I heard Mr. Levin tell the boss last week that Santa and WCHS are responsible for their annual Christmas business boom. 'Course there's a reason Levin's use WCHS . . . (exclusively for 15 years) . . . we're the only station that completely covers the Southern West Virginia market! Yrs. Algy

WCHS

Charleston, W. Va.



5000 WATTS
OF
SALES POWER
WILL BE AT YOUR
SERVICE SOON!
CHNS
HALIFAX NOVA SCOTIA
"Maritimes Busiest Station"
JOS. WEED & Co.
350 Madison Ave., New York
(Representative)

An All-Time Favorite
WHEN THE LIGHTS
GO ON AGAIN
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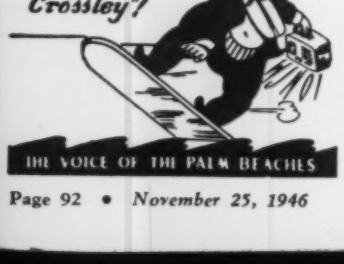
CBS WJNO
Where "Dun and Bradstreet" meet "Hooper and Crossley"!

THE VOICE OF THE PALM BEACHES

1100 Attend AAAA Eastern Meeting

7 Closed Panels Held; Chairmen Review Discussion

MORE than 1100 agency representatives met last Monday in New York at the Waldorf Astoria for the 1946 Eastern Annual Conference of the American Assn. of Advertising Agencies.

The meeting, termed by Robert M. Ganger, New York council chairman, "the most successful and largest conference we've had," consisted of seven panels, all closed to the press. At the evening banquet in the grand ballroom, *Time-Life-Fortune* Editor-in-chief Henry R. Luce made the principal address, speaking on "U. S. Foreign Policy."

Panel chairmen, meeting with the press at the close of the sessions, outlined briefly the topics covered during the closed group meetings. Of particular interest to broadcasters was the panel on radio production, of which William B. Lewis, Kenyon & Eckhardt vice president and radio director, was chairman.

"Major Problems Facing Radio Production Men Today" was the subject of the two-hour panel over which Mr. Lewis presided. "We discussed the Bing Crosby show at length," said Mr. Lewis. The general consensus throughout this discussion was that it is difficult to judge the merits of transcription by the Hooperating which the Crosby show received.

"Only under controlled conditions could an accurate rating be obtained," said Mr. Lewis. "If Crosby had gone on with a live program for several weeks prior to releasing his transcribed show, then the ratings could be compared and clear results could be determined. A recent survey showed that only 7 per cent of Crosby listeners could detect that his show was recorded and not live."

Says New Ideas Needed

Mr. Lewis summarized the constructive criticism which Harry Ackerman, vice president of program operations at Young & Rubicam, leveled at radio and agencies. Mr. Ackerman said that there is a great need for new ideas in radio. "He thinks that the networks haven't created enough new programs," said Mr. Lewis. "In our panel he blamed the advertising agencies for producing proven shows instead of trying out new ideas. He thinks networks should use free time for new and arresting ideas, and as an example of what he meant, he cited ABC for the development of a new idea in originating the Henry Morgan show."

Mr. Lewis said that the Young & Rubicam executive believes talent agencies should develop new talent. "Mr. Ackerman," he said, "also thinks advertising agencies should develop systems to bring in new ideas. He thinks advertisers should give serious thought to presenting local and regional radio shows, adding them to their budgets along with their regular network presentations."

AT AAAA convention in New York last week H. W. (Tex) Roden, president of American Home Foods Inc., and William C. Gittinger, CBS vice president in charge of sales, enjoy a meal together.

Talent costs and musicians' fees for both recorded and live shows were discussed by the radio panel. "In our discussion on packaged programs," said Mr. Lewis, "we stuck to such topics as who should have control of the packaged shows, proper pricing of the shows, and whether or not they should be restricted to stars . . . since in a packaged program, nobody gets much chance to use creative imagination."

BMB Efforts Praised

BMB was the subject of Wick Main, vice president of Ruthrauff & Ryan, who spoke at the research panel meeting. "BMB has already made a tangible contribution to radio research—its 1946 survey of radio station and network audiences," he said. "BMB has made this survey thoroughly, objectively and efficiently according to specifications which called upon BMB to find out how many families listen to stations and where those families live.

"Specifically, the findings represent the number of radio families that listen to each subscribing station once a week or more in those counties and measured cities where at least 10 per cent of the radio families listen to the station at least once a week. (Daytime and nighttime are measured separately.)"

Mr. Main said that this first BMB survey "does not attempt to show how often these families listen to a station or to what programs they listen. As a result, its findings do not indicate audiences to individual programs. I should like to warn against the misinterpretation of the current BMB findings or their use for purposes for which they are not intended.

"The projection of program ratings to station or network BMB audiences is as invalid as the projection of program ratings against so-called coverage. In spite of this fact, I predict that this abuse will be commonly practiced. Yet a Hooperating applied to a network's BMB figure merely indicates ability to multiply; it signifies nothing else."

Talks on Timebuying

William B. Maillefert, of the media department of Compton Advertising, spoke at the media panel on radio timebuying. He suggested that agencies should be more careful in their studies of timebuying now that increased costs are becoming more important in their effect on advertising budgets.

CBS furnished entertainment at the evening banquet. Arthur Godfrey was featured as m.c., while music was presented by Phil Spitalny and his all-girl orchestra.

Pans Economy Set-Up

A THRUST at both Western Union and FCC was made last week when J. A. Payne, national president of the Commercial Telegraphers Union (AFL), accused Western Union of impairing service to the public under an "ill-advised and false economy program." He stated that Western Union is closing many offices and reducing working hours of others. The accusations, in a letter addressed to FCC Acting Chairman Charles R. Denny Jr., claimed FCC is hastening "disintegration of proper service" by giving Western Union's applications routine approval to cut down on service in branch and district offices. Mr. Payne demanded more complete investigation of the applications.

CROSLEY RECEIVES TWO VIDEO GRANTS

FIRST "double grant" in television went last Thursday to Crosley Broadcasting Corp. (WLW Cincinnati, WINS New York) for new video stations in Cincinnati and Columbus, Ohio.

FCC Comr. Clifford J. Durr voted for hearing in each case.

Crosley was authorized to operate its Cincinnati video station on Channel 4 (66-72 mc) with visual power of 34 kw and aural power of 17 kw, and antenna height 603 feet.

The Columbus grant was for use of Channel 3 (60-66 mc) with visual power 48 kw, aural 24 kw, and antenna height 546 feet.

Commission spokesmen said that although other companies have grants for more than one video station, Crosley was the first to receive two in a single day.

LEONARD HOLE NAMED TO NEW CBS TV POST

LEONARD HOLE, former director of CBS television plans, has been appointed assistant director of television for the network. Now in his 11th year with CBS, Mr. Hole will retain many of his current duties connected with future planning both for color and black and white, and in his new assignment will assume many administrative responsibilities in the operation of WCBS-TV New York, CBS television station.

Mr. Hole

Mr. Hole joined CBS in 1935 as director of the program service department and prior to that was with Benton & Bowles, New York. In 1939 he was placed in charge of CBS television operations, a post he held until joining the Navy in 1942. Assigned to the guided missile program in naval operations, Mr. Hole flew combat missions over France and Germany using aircraft bombs remotely controlled by radio, radar and television. He rejoined CBS in the editing and copyright division upon being released from active duty in the fall of 1945 and in February 1946, was appointed to a new post, director of television plans.

FELDMAN APPOINTED CONSULTANT TO IBD

ARTHUR FELDMAN, former ABC head in London and one-time director of special events for NBC, last week was appointed consultant to the International Broadcast Division, Office of International Information & Cultural Affairs, State Dept., Kenneth D. Fry, IBD chief, announced. Mr. Feldman will serve for several months as adviser on programming and related matters to Mr. Fry and John Sheehan, IBD associate chief.

Mr. Feldman

After leaving NBC in 1942 Mr. Feldman served in an advisory capacity to BBC in London until September 1943, when he became a war correspondent and later head of the London office for ABC. He covered the initial phases of the European invasion, activities in the China-Burma-India theatre, and the landings on Leyte and Luzon in the Philippines.

Mr. Feldman and his wife are applicants for a standard station in Fort Wayne, Ind.

NAB to Present Compromise Proposal for Disc Identification

COMPROMISE plan to ease rules covering identification of recordings, submitted last week by the NAB to its board of directors, is slated for presentation today (Nov. 25) to the FCC hearing on proposed revision of Rule 3.407.

The plan was expected to receive majority approval of board members, though actual poll results could not be learned as BROADCASTING went to press. NAB, which last August approved the FCC's proposed revision, will make an appearance at the hearing but late Friday was awaiting completion of the poll before preparing its argument.

Meanwhile ABC proposed four specific exceptions to the general identification requirements—including an exception for programs recorded or transcribed "specifically for broadcast purposes," designed to exclude transcription identification of such programs as Philco Corp.'s Bing Crosby show, carried on ABC.

WPIK Amendment

In the only other brief received in addition to those on file before the oral argument date was postponed from Aug. 26 [BROADCASTING, Sept. 2]. WPIK Alexandria, Va., a non-network station, supported the rule in its proposed form but suggested one amendment to clarify "the intention that it is not necessary to identify forum and other programs as a recording, unless the element of time is of special significance."

Identification requirements are eased under the compromise proposal, which was discussed during the Nov. 4 luncheon between NAB President Justin Miller and FCC Acting Chairman Charles R. Denny Jr. and their staffs.

In brief this plan is understood to provide: No identification required for announcements of one minute or less; identification either before or after programs of one to 30 minutes; identification both before and after programs of more than 30 minutes, but in any event identified every 30 minutes.

In briefs filed late last August CBS, NBC, American Federation of Musicians, KFI Los Angeles, KVOO Tulsa and WTMJ Milwaukee told the FCC it had gone too far in its proposed liberalization of Rule 3.407. In general they requested that recordings be identified as such if the talent is identified. They argued that the proposal would encourage broadcasters to use recordings rather than live programs.

ABC's proposal for the rule called for these exceptions from before-and-after identification as transcriptions, in addition to programs recorded "specifically for broadcast purposes":

1. "Any delayed broadcast which is presented in recorded form not later than one hour following the time of original broadcast during Daylight Saving Time in order to enable a station to preserve the same local schedule in serving a community which remains on Standard Time."

2. Any recorded commercial announcement "whether of more or less than one minute."

3. For recorded program material of one minute or less, identification only at the beginning.

The ABC plan was filed by Joseph A. McDonald, network vice president and general counsel, and Andrew G. Haley, Washington attorney.

WPIK's brief supporting the version of the rule proposed by FCC, submitted by Leonard Marks of the Washington law firm of Cohn & Marks, said that "only through the use of transcriptions can stations such as ours present to their listeners the best talent," and that "no artificial barriers should be placed in [the licensee's] way of utilizing [the transcription] technique in its most effective manner."

FCC's Blue Book, WPIK noted, "recognized the important role of transcriptions . . ."

Referring to the Crosby transcription series on ABC, WPIK said "the only difference [from a live broadcast] is that instead of his voice traveling by mechanical means over *telephone wires* it now travels by the mechanical means of transcriptions."

APPLEBY QUITS BUDGET FOR UNIVERSITY POST

PAUL A. APPLEBY, assistant budget director and former vice president and general manager of KIRO Seattle, has resigned effective Jan. 15 to become dean of the Maxwell Graduate School of Citizenship and Public Affairs, Syracuse U.

Mr. Appleby

A veteran of 12 years in Government, Mr. Appleby resigned as assistant budget director in November 1944 to become vice president and general manager of the Queen City Broadcasting Corp., licensee of KIRO, one-third owner of KFPY Spokane and applicant for a 1-kw station in Boise, Ida. (granted last August). In September 1945, at the request of President Truman, Mr. Appleby returned to the Budget Bureau as assistant director, resigning as officer-director of Queen City. He has relinquished his stock in the licensee corporation, says FCC.

THE VOICE OF MISSISSIPPI

WJDX

1,000 N
5,000 D

JACKSON

N. B. C.

FARM INCOME ALMOST DOUBLE

The Mississippi farmers' gross farm income of $517,-054,000 for 1945 was almost twice the amount of cash received from farming in 1939, the Department of Agriculture reports. This figure was greater than the gross farm income for any of Mississippi's four neighboring states. Alert advertisers will see the opportunity to double their sales among Mississippi's farm families.

WJDX—the DOMINANT "Voice of Mississippi"—effectively, efficiently covers this growing market.

Owned and Operated by
LAMAR LIFE INSURANCE COMPANY
JACKSON, MISSISSIPPI

Better Use

WINN

in LOUISVILLE

BASIC STATION AMERICAN

WINN BROADCASTING COMPANY

HARRY McTIGUE General Manager

WCKY
the 50,000
watt voice
of Cincinnati

EXCLUSIVE
COVERAGE OF
THE CHAMPLAIN
VALLEY AREA
WCAX BURLINGTON
VERMONT'S
ONLY CBS
STATION
1000 WATTS • FULL TIME

FIRST
IN READERSHIP
of the general advertising press
20 reader surveys
prove close to 2-1
preference for
Advertising Age
The National Newspaper of Marketing
100 E. Ohio St., Chicago 11, Ill.

FARMERS
PREFER WIBW BECAUSE WE'VE SERVED THEIR INTERESTS FOR 20 YEARS. WIBW IS THE FARM STATION FOR KANSAS AND ADJOINING STATES.
WIBW The Voice of Kansas in TOPEKA

Questions on Daylight Time Asked of Audiences by WLS

A SIX WEEKS survey of time preferences of urban and rural listeners in the states of Illinois, Indiana, Wisconsin and Michigan was released by WLS, only station in Chicago to remain on Standard Time during the summer daylight savings period.

According to the survey, based on postcard questionnaires distributed by WLS to audiences at its weekly *WLS National Barn Dance* programs from the Eighth Street Theatre, 49% of those who replied to the cards favored Standard Time on a year-round basis. Only 31% favored Daylight Time during the summer months and about 20% favored Daylight Time all year.

Although WLS distributed over 15,000 questionnaires, only 20% or approximately 3,000 were returned. Of these, 2,622 came from residents of 46 states, the District of Columbia and Canada. Total number of cards received from the four state area that is WLS' primary, covered 430 shopping areas and 205 counties. Of the 1,922 cards from this area, 1,502 were classified urban and 402 rural.

Proof Sought

The WLS survey was made to prove the station's contention that rural listeners set their clocks by Standard Time. Actually it indicated just the reverse for both rural and urban listeners. While 304 rural listeners or 75.6%, were in *favor* of Standard Time the year round, only 163 clocks were set on Standard Time, with 257 clocks operating on Daylight Time. Of the 1,502 urban listeners who replied, 649 or 43.2%, said they favored Standard Time the year round, but only 256 clocks were on Standard, while 1247 were on Daylight Time.

In urban communities, 534 listeners or 35.5% said they favored Daylight Time during summer months only, and in rural communities, only 61 listeners or 15.1% favored Daylight Time during summer months.

WLS has always broadcast on Standard Time the year round, even though WENR-ABC whose frequency (890 kc) it shares operated on Daylight Savings Time by means of a complicated system of delayed broadcasts. As a result of the survey, WLS executives are convinced that rural listeners accustomed to livestock reports and other farm services have little desire to alter their time schedule during summer months.

Chicago Radio Directors Support AFRA in Dispute

THE Chicago Radio Directors Guild, through its president, Burr Lee, actor and producer, announced its intention Tuesday to side with the American Federation of Radio Artists in its dispute with the four major networks.

At a meeting Nov. 18 members of the Guild adopted the following resolution unanimously:

"Resolved that the Radio Directors Guild, Chicago chapter, herewith transmit to its fellow radio union AFRA its sympathy in support of its demands and such assistance as possible within the limitations of its own charter and ability."

KNOX Staff Experienced; Station Lists Its Needs

OPERATION of KNOX, Armed Forces Radio Service station at Fort Knox, Ky., is in the hands of experienced radio personnel formerly connected with radio stations in four states. Oliver G. Holton, KNOX manager, formerly was with KLO Ogden, Utah, and Karl Haberman, chief engineer, was with WGRC Louisville.

Other KNOX staff members include Larry Adams, continuity director, also formerly with WGRC; Bill Beatte, program director, formerly with WGBF Evansville, Ind.; Jackson Bendt, musical director, formerly with WAVE Louisville; Everett Thornton, assistant engineer, formerly radio and PA maintenance, Curtis-Wright Corp., and Verne Holton, continuity and traffic, formerly with KGGM and KOB Albuquerque, N. M.

Mr. Holton, the station manager, commenting on KNOX's needs, says: "Our greatest need is for funds, recording apparatus (16 inch), a baby grand piano and lines from Louisville in order to carry Mutual and American."

KAND Purchasers Amend To Avoid Duopoly Issue

AMENDMENT eliminating KRLD Dallas associates from ownership of Alto Inc., new firm seeking to buy KAND Corsicana for $25,000, was reported accepted by FCC last week, and the transfer hearing, previously ordered on duopoly issues because some KRLD executives were then among Alto owners, was continued "indefinitely." The hearing had been scheduled for Nov. 19.

James Lawrence Fly, former FCC chairman, now senior member of the New York law firm of Fly, Fitts & Shuebruk, Alto counsel, owns 4% of Alto under its revised ownership [BROADCASTING, Nov. 18]. Other stockholders: Wesley W. West, Houston businessman, 68%; P. M. Stevenson, business associate of Mr. West, 18%; J. C. West, now half owner of KAND, 10%. Owner of the remaining 50% interest in KAND, Frederick Slausson, is not associated with the proposed purchasing firm. KAND is on 1340 kc with 250 w fulltime.

Farm Group Plans Three-Day Meeting

Agenda of RFD Will Include Rural Broadcast Clinic

ANNUAL meeting of the National Assn. of Radio Farm Directors will be held Nov. 30-Dec. 2 at the Stevens Hotel, Chicago. Herb Plambeck, WHO Des Moines, will preside.

Meetings will open with an informal session at which members can bring up any subject of interest and air any complaints. First formal meeting will be held Dec. 1 with reading of minutes, committee reports and other details. Principal topic will be proposals to change the eligibility clause in the RFD constitution.

Safety Luncheon

A luncheon will be held Dec. 1 under auspices of the National Safety Council. In the afternoon greetings will be received from NAB and other groups. Leslie C. Johnson, WHBF Rock Island, NAB District 9 director, is expected to participate.

President Plambeck will present his annual report after which officers will be elected. Names of new officers will be announced at the annual banquet that night. Speaker will be Frank E. Mullen, NBC vice president and general manager, a pioneer farm broadcaster.

RFD will hold the first annual Farm Broadcasters Clinic Dec. 2. The clinic will cover methods of presenting farm broadcasts along with program and promotion ideas, as well as new techniques in the field.

D. J. Farber Joins NAB As Assistant to Doherty

DAVID J. FARBER, economist and labor analyst, last week joined the NAB Employe-Employer Relations Dept. as research economist and assistant to Director Richard P. Doherty. He will be responsible for research activities in the general field of labor economics, including wage matters, collective bargaining practices and personnel management.

Mr. Farber was with the War Labor Board and National Wage Stabilization Board as an economist and prior to that at the Civil Service Commission. He received his BA in political science from Brooklyn College in 1939 and did graduate work in labor relations at American U. He is a member of American Economic Assn. and Delta Sigma Rho.

NLRB Chooses CIO

NATIONAL LABOR Relations Board announced last week that, following counting of ballots in the election of a collective bargaining agent for 20th Century Records Inc., Los Angeles, United Electrical, Radio & Machine Workers of America (CIO), has been selected as employes' representative.

Low Power FM

(Continued from page 17)

in order to get FM service to the people as quickly as possible. Broadcasters, however, must make every effort to obtain maximum-power transmitters and step up the power by stages, if necessary, until the authorized maximum is attained, the commissioners warned.

Both commissioners and FMA members expressed optimism about the future production of receivers after reports reached the meeting that RCA and Philco, two of the largest manufacturers, soon will be in FM set production. It was brought out that insufficient specific data have been released by manufacturers about the performances of their particular FM sets. The Commission and FMA agreed that FM receivers, to give the best possible performance, should be designed to have adequate sensitivity.

"We have organized a separate and independent industry to promote FM," Roy Hofheinz, operator of KTHT and KOPY Houston, acting chairman of FMA, told the commissioners. "Our members will be FM licensees and applicants, suppliers of equipment, receiver and transmitter manufacturers and anyone with an interest in seeing FM established as the finest medium for broadcasting.

"Our aim," he continued, "is to furnish data and information pertaining to FM broadcasting to our members and to acquaint the American public with the many advantages and fine qualities of FM radio. We will be satisfied only when every American home has an FM receiver."

Mr. Hofheinz told the Commission the FMA plans to serve as liaison between its members and the FCC and other agencies and organizations. "We are indeed grateful for the splendid cooperation extended by the FCC at the inception of our program," he said.

Mr. Denny told the FMA group that in his Chicago NAB convention speech he pointed out the advantages of FM as a broadcasting medium and announced that the Commission believes that FM will eventually supplant standard broadcasting. "We stand ready to do everything possible to carry out this objective," he added.

Attending Monday's luncheon were, besides Messrs. Hofheinz and Denny: Comrs. Ray C. Wakefield, Clifford J. Durr and Rosel H. Hyde; Vernon L. Wilkinson, assistant general counsel in charge of broadcasting; Earl Minderman, assistant to the chairman, and Everett L. Dillard, W3XL Washington and KOZY Kansas City, and Leonard H. Marks, legal counsel for FMA.

Messrs. Hofheinz, Dillard and Leonard Asch of WBCA Schenectady, a subcommittee on the first convention, met in New York Thursday to lay plans for the nationwide membership meeting.

At two meetings Thursday New York FM broadcasters pledged their support to FMA. Although no date has been set for the first FMA general membership meeting, Messrs. Marks and Dillard, convention committee members who met with the New York groups, said definite announcement probably would be made this week following a meeting of the full committee.

Plans are to hold a membership organization meeting in mid-December or January, in New York, Washington or Chicago, with a possible convention later in 1947. Attending the New York meetings with Messrs. Marks and Dillard were: Herbert J. Stone, WGHF; Charles J. Oppenheim, WBAM; Ralf Brent, WGYN-FM; Elliott M. Sanger, WQXR-WQXQ; Alvin Hirschmann, WABF; C. E. Arney Jr., NAB; A. Lewis King, chairman of a New York group organized to promote FM in the New York area; Clifford E. Denton, *New York Daily News*. On behalf of NAB Mr. Arney extended cooperation to the FMA.

NAB, RMA APPOINT LIAISON COMMITTEE

NEW joint committee representing NAB and Radio Manufacturers Assn. has been named by the trade associations to bring about closer cooperation in handling major radio problems. Among such problems are developments in FM, television and other radio services, with united consideration of matters of common interest planned.

Formation of the joint group was authorized by the NAB and RMA boards at recent meetings. An early meeting is planned.

Representing NAB are T. A. M. Craven, Cowles Stations; William Fay, WHAM Rochester; Gordon Gray, WSJS Winston-Salem; James D. Shouse, WLW Cincinnati; Carleton D. Smith, WRC Washington.

Representing RMA are Dr. W. R. G. Baker, General Electric Co.; Walter Evans, Westinghouse Electric Corp.; Frank M. Folsom, RCA Victor Division; Paul V. Galvin, Galvin Mfg. Corp.; E. A. Nicholas, Farnsworth Television & Radio Corp.

Field Names Frankel

FIELD ENTERPRISES, Chicago, last week announced appointment of Louis (Tex) Frankel, member of the WJJD Chicago sales department, as advertising director of *PM*, Marshall Field owned newspaper in New York. Before joining WJJD, Mr. Frankel was classified advertising manager of *The Chicago Sun*. Mr. Frankel's appointment as advertising director followed an announcement by Mr. Field that the six-year-old non-advertising policy of *PM* had been abolished.

Commissioners See RCA Color Video

Several FCC Members at Preview Of Dec. 9 Demonstration

FCC Commissioners and many of their top staff men examined RCA electronic color television developments last Friday in an all-day visit to the RCA plants at Princeton.

The demonstration came little more than two weeks before the Commission opens a full-dress hearing Dec. 9 on the CBS petition for commercial color television in the ultra-high frequencies.

All of the six Commissioners except Paul A. Walker, who was out of town, were slated to attend. The group included: Acting Chairman Charles R. Denny Jr. and Comrs. E. K. Jett, Ray C. Wakefield, C. J. Durr, and Rosel H. Hyde; Earl A. Minderman, assistant to the chairman; and, from the various departments, the following:

Engineering—John A. Willoughby and Geo. E. Sterling, assistant chief engineers; Edward W. Allen Jr., chief of the technical information division; Geo. S. Turner, head of the field engineering and monitoring division; Edward W. Chapin, chief of division; Louis E. de la Fleur, chief of section; A. P. Walker, radio engineer.

Legal—General Counsel Benedict P. Cottone; Vernon L. Wilkinson, assistant general counsel; Walter E. James, assistant to the general counsel; William H. Bauer, section chief.

Accounting—Dallas W. Smythe, assistant chief accountant, and LeRoy Schaaff, division chief.

1946 Payments to Yankee Rise 23%, Travers Says

PAYMENTS to Yankee Network stations have increased 23% in 1946, Linus Travers, executive vice president, told owners and management representatives of Yankee's 24 affiliates at Hotel Somerset, Boston, Nov. 18.

Feature of the meeting was announcement of a new RKO Yankee promotion for the forthcoming RKO feature film, "San Quentin," to be released in New England Dec. 5. Terry Turner, RKO publicity chief, said plans call for vast promotion over Yankee, using a new technique in movie advertising on radio.

Also on the program were talks by John Shepard III, general manager of Yankee; George Steffy, vice president and program director; Robert Ide, comptroller; Leland C. Bickford, news editor; James S. Powers, director of education, and John Thornton, station relations director. James G. Sandison, manager of Boston office of Edward Petry & Co., discussed the recent St. Louis survey made by Petry called "What Radio Research Forgot."

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Conditionals Are Given 4 FMs While 7 Win Final Approvals

CONDITIONAL GRANTS for four FM stations and construction permits for seven others, plus a permit for a noncommercial educational FM outlet, were issued by FCC last Thursday.

The conditional grants, all for Class B stations and subject to further review and approval of engineering details, went to three AM licensees and to Mary Hardin-Baylor College for Women, Belton, Tex.

AM licensees receiving conditional awards were Northwest Georgia Broadcasting Co. (WGAA), Cedartown, Ga.; Royal Oak Broadcasting Co. (WEXL), Royal Oak, Mich.; Sunshine Broadcasting Co. (KTSA), San Antonio, Tex.

The noncommercial educational FM grant went to the Board of Education of the City of Oklahoma City, for use of 90.7 mc (Channel 214) with 700 w effective radiated power and antenna height 500 feet above average terrain.

FM construction permit recipients, all for Class B stations, included CBS for St. Louis, where it owns and operates KMOX, and United Broadcasting Corp. of Tennessee, owned by International Ladies Garment Workers Union, for Chattanooga, Tenn. They represented the third grant for ILGWU applicants and the fifth for Columbia Broadcasting System.

Telecast Inc., Roanoke Rapids, N. C., gave up its Class B conditional grant, telling the Commission that Roanoke Rapids (Pop. 8,545) is too small to support two FM stations and an AM outlet. WCBT, the AM station there, has an FM affiliate.

FCC approved the assignment of license of WLOU (FM) Detroit from John L. Booth to Booth Radio Stations Inc. (WJLB), wholly owned by Mr. Booth.

The application of Eugene T. Roth trading as Mission Broadcasting Co., KONO San Antonio licensee, for a new Class B FM station was designated for hearing in consolidation with KONO's application for license renewal, awaiting hearing on programming issues.

Construction permits, with certain conditions in each case, went to the following (power is effective radiated power; antenna height, height above average terrain):

Airfan Radio Corp. (KFSD), San Diego—Class B; 100.9 mc (Channel 265); 33 kw; 425 feet.

Tribune Co. (WFLA), Tampa, Fla.—Class B; 93.3 mc (No. 227); 46 kw; 490 feet.

CBS (KMOX), St. Louis—Class B; 94.5 mc (No. 233); 41 kw; 480 feet.

Greensboro News Co., Greensboro, N. C.—Class B; 98.1 mc (No. 251); 23 kw; 450 feet.

Josh L. Horne, Rocky Mount, N. C.—Class B; 103.3 mc (No. 277); 20 kw; 500 feet.

Unity Broadcasting Corp. of Tennessee, Chattanooga—Class B; 94.9 mc (No. 235); 5.4 kw; 730 feet.

Reporter Broadcasting Co. (KRBC), Abilene, Tex.—Class B; 96.9 mc; (No. 245); 46 kw; 760 feet.

World Denies Recording Studios Sold to United

WORLD Broadcasting System refuted statements released last week by United Broadcasting Co., Chicago, that they had purchased the recording studios at 301 E. Erie St., Chicago.

William C. Hutchings, Chicago manager of World, said that a lease had been signed with United which would permit use of the recording facilities and enable World to function as a sales organization for its library service. World will continue to process its present transcription accounts but stressed the fact that United Broadcasting's lease would expire in the fall of 1947 and that World did not intend to relinquish its transcription and recording department.

Sign Detroit TV

THE U. S. RUBBER Co., General Mills, Chevrolet and Campbell-Ewald Adv. have contracted to sponsor programs with ABC on the network's new television station being built in Detroit. New station will be constructed at Joy and Greenfield roads, next to the network's standard transmitter, and the studios will be in downtown Detroit, Paul Mowrey, ABC's national director of television, announced last week.

Vetter Case Settled

A SUIT involving as principals The Fort Industry Co., owners of WGBS Miami and Stephan A. Vetter over issues growing out of Mr. Vetter's former association with station as manager has been settled out of court. Amount involved was $58,466. Announcement of settlement was made to BROADCASTING by George B. Storer, president of Fort Industry Co.

Orr Agency Set

ROBERT W. ORR, former vice president of Lennen & Mitchell, New York, will open his own agency in that city at 270 Park Ave. effective Jan. 1 [BROADCASTING, Oct. 28]. New firm will handle the Andrew Jergens Co. Woodbury account which Mr. Orr supervised while at Lennen & Mitchell. Jergens billings amount to nearly $5,000,000.

Cast Changes

ON DEC. 18, the cast of "Family Hour," sponsored by Prudential Insurance Co. of America on CBS, will undergo three changes. Rise Stevens, soprano, replaces Patrice Munsel; Jimmy Carroll, tenor, replaces Jack Smith and Ted Malone becomes m.c. The show will retain same format and Al Goodman, who has conducted the orchestra since the program's inception on Aug. 31, 1941, remains as musical director. Benton & Bowles, New York, is the agency.

NEBLETT SUCCESSORS SET UP NEW COMPANY

ANNOUNCEMENT of the formation of a new Chicago transcription production company, to be known as Morton-Josef Radio Productions Inc. was made by Morton Jacobson, partner of the late Johnnie Neblett, killed in an airplane crash Sept. 15 [BROADCASTING, Sept. 23], and Josef Cherniavsky, former musical director of WLW.

Mr. Jacobson said the new firm was organized to aid in the gradual liquidation of Neblett Radio Productions but stressed the fact that *So The Story Goes*, *Louise Massey & The Westerners* and other Neblett programs will continue to be sold under the Neblett label.

The new company will engage in open end transcribed programs, live network packages and for the first time will specialize in dramatized spot announcements and commercial jingles. Mr. Jacobson is president and Mr. Cherniavsky vice president and musical director for the firm, which will retain all employes formerly associated with Neblett Productions.

In announcing the association with Mr. Cherniavsky, Mr. Jacobson said the company is already transcribing several new shows, including *Melody Story Time* featuring The Hometowners and *Hurdy Gurdy Man* a juvenile program featuring Angeline Orr Neblett, Mr. Neblett's widow.

Morton-Josef Radio Productions Inc. will occupy the same office space at 360 N. Michigan Ave., Chicago, with Neblett Productions.

BBDO Promotions

THREE major promotions involving BBDO's mid-western offices were announced last week by John C. Cornelius, executive vice president in charge of those offices. Henry H. Haupt, vice president and manager of the agency's Minneapolis office, becomes executive assistant to Mr. Cornelius and John M. Bridge, also of the Minneapolis office will be creative head for all mid-western offices. Succeeding Mr. Haupt as manager of the Minneapolis office will be Edward A. Cashin. All three men are vice presidents. Mr. Haupt will be located in Chicago while Mr. Bridge and Mr. Cashin will continue to make their headquarters in Minneapolis.

RMA Tube Figures

OUTPUT of radio receiving tubes in September totaled 17,546,240 compared to the record 20,430,868 production in August, according to Radio Manufacturers Assn. Nine-month output totaled 137,937,038. Of September's total, 12,241,126 tubes were for new sets, 4,730,268 for replacements and the rest for export and governmental use.

KDIX Sale Asked; Transfers Are Filed

KSYL, WJOI, WLAT, WWWB Shifts Are Before FCC

SALE of Dickinson Radio Assn., grantee for KDIX Dickinson, N. D., to a group of business and professional men for approximately $21,500 and acquisition by Harold Wheelahan, WSMB New Orleans vice president and general manager, of half interest in the grantee firm for KSYL Alexandria, La., for approximately $7,000, were reported to FCC last week for approval.

The Commission also was asked to approve the reorganization of WJOI Florence, Ala., to add a new stockholder; addition of a second partner in WLAT Conway, S. C., and assignment of construction permit for WWWB Jasper, Ala., from Walter W. Bankhead to a corporation which he owns.

In the KSYL assignment, Mr. Wheelahan is acquiring the half interest of Marvin Glazer, who is relinquishing his interest on the advice of his physician. The station, assigned 1400 kc with 250 w fulltime, was granted last March to Sylvan Fox and Mr. Glaser, doing business as Fox Broadcasting Co. Under the proposed assignment Messrs. Fox and Wheelahan would operate it in the name of Radio Station KSYL.

The KDIX transfer is designed to answer the question of duopoly which arose when KGCU Mandan, N. D., applied for increased power. Control of the construction permit for Dickinson, issued in July for 1230 kc with 250 w, would be relinquished by W. H. Walton (28%), F. M. Foster (28%), and Robert B. Cummins (16%), all of whom have interests in KGCU, which is applying for power of 1 kw on 1270 kc instead of its present 250 w assignment on 1270 kc. P. J. Weir, who had 28%, will have 14% in the new partnership. Others: W. K. Johnson, W. O. Babe, F. P. Whitney, C. R. Dukart, and Leroy Moomaw (14% each), L. W. Veigel (10%), and P. J. Baseflug (6%).

The WJOI reorganization, involving assignment of license from a partnership in the name of Florence Broadcasting Co. to a corporation of the same name, adds L. S. Caine as a new stockholder with one-third stock interest at a price reported by WJOI attorneys as $7,000. Existing partners and stockholders in the new corporation are Clyde W. Anderson and Joe T. Van Sandt, with one-third interests each. Mr. Caine is a partner with Mr. Anderson in several business enterprises. WJOI is a 250-w outlet on 1340 kc.

The WLAT application notifies FCC of a contract, dated July 27, 1945, by which Herman Lee Hanks becomes a co-partner with Loys Marsdon Hawley, present licensee, for $5,354 payable in $50 monthly installments. WLAT is on 1490 kc with 250 w.

WWWB, granted last February for 1240 kc with 250 w fulltime, is owned by Walter W. Bankhead, prominent Alabama attorney, son of the late Sen. John H. Bankhead, and himself a former Congressman (for a brief interim period in 1940 following the death of his uncle, former Speaker W. B. Bankhead). The assignment of license to Bankhead Broadcasting Co. involves no change in ownership.

RADIO DEGREE

Cincinnati College of Music Starts Four-Year Course

COLLEGE OF MUSIC of Cincinnati has now been authorized to confer the degree of Fine Arts in Radio Education by the State of Ohio Dept. of Education.

The four-year degree course, taught by radio professionals, includes 50% of the total credits in radio, the remainder in academic or music subjects. Facilities of WLW Cincinnati are open to the college. In addition, Mrs. Helene V. B. Wurlitzer has endowed the school for complete renovation of existing radio studios in the school, along with construction of modern studios and class rooms.

The Radio Dept. contains five fully-equipped studios, three large classrooms, and a master control room. Studio "A", the largest, covers the entire ground floor. Direct outlets lead to WLW, WSAI, WCPO. The college auditorium is also wired for broadcasting.

Fred Smith, studio director of WLW, is managing executive of the Radio College. Uberto T. Neely, for many years on the musical staff of WLW, is the originator and director of the Radio Dept.

STATIONS IN FLORIDA PLAN DEC. 1 SESSION

SEMI-ANNUAL meeting of the Florida Assn. of Broadcasters will be held Dec. 1 at the MacFadden-Deauville Hotel, Miami Beach. Presiding will be James M. LeGate, FAB president.

Business meeting starting at 10 a.m. will include a discussion of 2% cash discount by William G. McBride, WDBO Orlando; discussion of Governor Caldwell's Report to the State plan; election of legislative representatives; vote on proposed rotation of NAB 5th District director among three member states.

Speaker at the luncheon will be Sol Taishoff, editor and publisher of BROADCASTING. Afternoon will be devoted to entertainment, with dinner at 7 p.m. NAB President Justin Miller will be dinner speaker. A water show at 9 p.m. will conclude the meeting. Officers of FAB, besides Mr. LeGate, are Glenn Marshall Jr., WFOY St. Augustine, first vice president; Mr. McBride, second vice president; Fred Mizer, WQAM Miami, secretary-treasurer.

DECISION ON NCBS PETITION AWAITED

DECISION was expected this weekend on the petition of North Central Broadcasting Co. seeking reorganization and temporary receivership. Submitted through its board chairman, John W. Boler, petition was taken under advisement Nov. 14 by Judge Richard Gardner in U. S. District Court, St. Paul.

Mr. Boler told the court he had obtained approval of a majority of North Central's creditors to the petition though not in terms of financial indebtedness to reorganize and meet outstanding obligations 100% on the dollar over a period of three years payable quarterly.

Of the 89 creditors filing suit against North Central and Mr. Boler, 48 stations through counsel said they approved of Mr. Boler's petition and had agreed to his recommendations to meet $64,242 in back billing. Thirty-three stations with indebtedness amounting to $80,000 told the court they had rejected Mr. Boler's proposals and eight stations with claims amounting to $15.000 failed to vote.

Failure to obtain a majority of creditors consent to his motion would almost automatically force North Central into bankruptcy with the appointment of a referee to liquidate the firm's assets. Possibility of counter claims by North Central against affiliated stations for breach of contract was not commented on by Mr. Boler.

Marketing Conference In Chicago March 10-11

NATIONAL MARKETING Conference sponsored by the domestic distribution department of the U. S. Chamber of Commerce will be held March 10 and 11 at Hotel Stevens, Chicago, Charles M. Isaac, department manager, announces.

Three-fold purpose, Mr. Isaac says, will be (1) to present fundamental facts about distribution and their relation to the job that must be done in expanding markets for goods and services, (2) to reemphasize the need for objective measurement of the effectiveness of the American distribution system and (3) to promote a fuller understanding of the importance of effective distribution in the American way of living.

Leonard T. Carlson

LEONARD T. CARLSON, 42, chief engineer of WKBB Dubuque, Iowa, for 11 years, died of a heart attack Nov. 7. The funeral services Nov. 9 were attended by many of Mr. Carlson's friends in the radio industry. Before joining the WKBB staff Mr. Carlson had been employed at WGN and WJJD Chicago. He also had had network and newsreel experience. He was an active member of IRE.

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Help Wanted

Announcer needed for Texas station. Give full details. Box 203, BROADCASTING.

Prominent midwest regional needs experienced male writer. Must know proper handling shows and spots. Send personal data, references, photo, spot and music show samples, expected salary first letter. Replies confidential. Box 241, BROADCASTING.

Announcer: By midwest leading farm station. Must be type to please rural listeners and have proven air-sales background. Give full details in first letter. Box 242, BROADCASTING.

Veterans attention—General manager with seventeen years experience wants five veterans to invest in new station location not yet set. Have ninety percent of equipment needed. Do not waste my time and yours if you are not tops and mean business. Box 255, BROADCASTING.

Salesman wanted for most progressive station in Washington, D. C. area. Prefer single man who wants to learn how to make real money by working with radio sales expert. Fair salary plus commission. Personal interview will be arranged if details in your first letter are considered satisfactory. Box 256, BROADCASTING.

Applications are invited from broadcast station engineers capable of taking full charge as technical director of community FM station authorized for Northern Jersey. Only veterans with actual AM or FM station experience should apply. Modern living quarters will be provided at transmitter site. Write fully and in confidence about yourself, family, education, qualifications, experience, desired salary, references and enclose small recent photo. Box 260, BROADCASTING.

Texas station wants first class operator. Send full record. Box 204, BROADCASTING.

Wanted: Experienced announcer-newscaster by 5000 watt CBS affiliate. Box 266, BROADCASTING.

We want an all-round announcer. Prefer a college grad., a young man with at least two years successful announcing experience, who can grow with our organization . . . who is eager to get his feet in the soil of our region and stay awhile. We will give him $50 base and opportunities to earn extra on talent shows. We are on NBC regional in the southeast. Box 267, BROADCASTING.

Account executive: Previous radio selling preferred, to take over established accounts. Good future. Car necessary. Give complete information first letter. Replies confidential. Eastern Seaboard. Box 272, BROADCASTING.

Wanted at once: Man to assume general managership of long-established radio station in southern California. Future assured for right man. Good salary to start and share of station ownership if applicant qualifies. This is a golden opportunity for a man who has good background in radio. Must be able to report in short time. In answering give full details of background, present employment, salary expected, and reasons for wanting to come to southern California. Only those suited to assume full management of station need apply. References will be required. Answer Box 273, BROADCASTING. Immediate response is necessary.

Announcer-copywriter. 250 watts ABC Basic Supplementary in live midwest market needs good all-round announcer who can also write commercial copy and service local accounts. Send photo, transcription and details of experience, etc. together with personal letter and references. This is a permanent position with a long established station of excellent reputation. Floaters need not apply. Address Box 280, BROADCASTING.

Announcers — Competent, experienced with first class license. Opportunity for advancement. Full details first letter. Box 282, BROADCASTING.

Help Wanted (Cont'd.)

Program director. New 250 watt network affiliate needs an experienced, versatile man to help build progressive local programs, assist in announcing and supervise production details. Send us photograph, disc and full details. An interview can be arranged. Station WILK, 226 Second National Bank Bldg., Wilkes-Barre, Pa.

Urgent openings: Salesmen, manager-engineer. RRR (Employment Bureau), Box 413, Philadelphia.

Operator: Must have studio and transmitter experience, first class license. Send full details, WOAI, San Antonio, Texas.

Immediate opening for announcer and news editor or combination man. Must be versatile and experienced. Good starting salary and opportunity to show us what you can do. Rush transcription. KTRI, Sioux City, Iowa.

New 1000 watt station located in Michigan has immediate openings for complete staff, including chief engineer capable of installing and maintaining directional array system. State age, experience, references, salary, in first letter. Write Post Office Box 87, Flint, Michigan.

Wanted: man with first class phone license for transmitter operation on 250 watt network station. Contact James V. Sanderson, Radio Station WHBS, Huntsville, Alabama.

WGAT, ABC outlet in Utica, New York, wants salesman. Good opportunity for good worker. Give all details. Must be available at once. Wire or write J. Eric Williams.

Engineer-announcer: Mutual affiliate, with thirteen years experience, now has application for 1 kw and wants a combination man with accent on announcing. Salary is good and personnel are congenial. Here is a good place to work and live. Send complete details in first letter. Station WLAY, Muscle Shoals, Alabama.

New station in metropolitan Arizona area needs a good disc jockey. Our studios and transmitter are combined, so he should have a first class ticket. However, technical experience is not important. If he can do other things around a radio station so much the better. There is a good salary with a rapidly growing organization, for the right man. Rush details, references, photo, and transcription to Al Stein, Program Dir., KARV, Box 31, Mesa, Ariz.

Announcer, competent, experienced, at once. Must be good record jockey, ad lib, interviews, news, special events and general announcing. Attractive proposition for right man. Key station regional network. Send disc, references and family status all first letter to Ken Bennett, KGEM, Boise, Idaho.

Operator—First class, announcing experience desirable. State experience, training, salary, full details first letter to KPFA, Helena, Montana.

Complete staff for 250 watt local station opening in Great Falls, Montana about November 23rd. Need 4 combination operator-announcers, one must be capable handling sports, 1 girl to act as receptionist, handle front office, write some copy, supervise traffic. 1 announcer capable writing good copy and sportscasting. Write complete letter of training, experience, snapshot, send audition to Manager, Great Falls Broadcasting Company, Park Hotel, Great Falls, Montana.

Have opening for first class engineer, or combination man with first license. WMJM, Cordele, Georgia.

Commercial manager: One station market on MBS. Commission and drawing account. Send Photo, qualifications, WSSV, Petersburg, Virginia.

Combination announcer-operator. Good man or willing learn, send complete information air mail, KDFN, Casper, Wyoming.

Wanted: Transmitter engineer who is interested in permanent connection; no announcing. Wire or write WMSL, Decatur, Ala.

Help Wanted (Cont'd.)

Intelligent, capable secretary-receptionist, handle traffic. $150 start. Paul McAdam, Livingston, Mont.

Staff wanted—Station WHOB, Gardner, Massachusetts, 250 watts unlimited time going on air December 15th wants good program-production manager, three announcer-operators, three first class transmitter operators. Write stating qualifications, experience and salary desired to J. Gordon Keyworth, General Manager, Colonial Hotel, Gardner, Mass.

Announcer for CBS affiliate. Ideal working conditions in modern plant and in finest climate in USA. Send audition, photo and salary requirements to Frank Parker, Station KGBS Harlingen, Texas.

Two experienced announcers. Must be able to work musical clock programs and all request shows. No need to apply unless experienced. Salary $45 per week 40 hours. Daytime station. Openings Dec. 15th. Send platter and all information first letter. Nathan Frank, WHNC Henderson, North Carolina.

Commercial manager wanted for new daytime station Oklahoma City, 890 kc, 1000 watts. We want man capable and interested in personal selling; don't want sales supervisor. Also desire three announcers who are World War II veterans. Box 288, BROADCASTING.

Announcers—New middlewest station in major market accepting applications. If experienced in production, news or farm reporting apply at once. Send full information, experience and salary requirement. Excellent working conditions. Permanent positions for right men. Write Box 292, BROADCASTING.

Announcer—ABC affiliate in midsouth has immediate opening for good experienced announcer. Should be thoroughly familiar with all phases of general announcing and capable of writing good commercial copy. Send complete outline of qualifications, experience, past and expected earnings, also voice recording to Frank S. Proctor, WTJS, Jackson, Tennessee.

Situations Wanted

Station manager: Desires position in middlewest. Experience includes 250 w and 50,000 w stations. If given full authority can assure increased sales and smooth operation. Highest recommendations. Will accept moderate income to start if can make agreeable and pleasant connection. Personal interview will convince you of my capabilities. Box 210, BROADCASTING.

Available February: four years, two community stations; successively announcer, continuity, news editor, promotion, program director, assistant manager. Young college graduate will (build and) manage your station. $5,000. Box 261, BROADCASTING.

Account executive now with national rep firm desires change to local station sales (and comparatively settled life away from the bright lights). NE preferred but not essential. Write Box 262, BROADCASTING.

Good, experienced, metropolitan announcer wants permanent location Southern California, job with future. Capable programming, disc jockey, commercials. Box 263, BROADCASTING.

Experienced production man. Five years all phases of station operation including writing, announcing and production of studio and remote broadcasts. Single, 27. Will locate anywhere. Top references. Box 264, BROADCASTING.

Manager, thirteen years experience, presently employed. Have held all jobs in station operation. Worked for only four stations. Successfully managed 250 watt station past two years. Have increased business over 50% in gross revenue since taking over station. Reason for leaving, better salary. Prefer to work in east, middlewest, Carolinas or Virginia. Write Box 265, BROADCASTING.

Manager. Eight years all phases. Create good programming structure, crack newsroom. Network background. Agency, news contacts will increase sales, Hooper. Require written contract; interested eventual investment. Now executive spot radio department major film company. Wish return native midwest. Best references. Married. Box 268, BROADCASTING.

Copy and woman's program, news and script writer, New York City experienced, woman, single, now accepts out-of-town offers. Box 269, BROADCASTING.

Capable, experienced announcer-newscaster available. $60 minimum. Box 279, BROADCASTING.

Situations Wanted (Cont'd.)

Combination announcer-engineer. Well trained voice. First class license. Eleven years broadcast experience including chief engineer, program director, manager. Please advise best salary. Box 271, BROADCASTING.

Announcer and former professional comedy script writer, 25, single, good appearance, good selling voice, affable personality. One year broadcasting school. Travel anywhere. Prefer east or south. Recording disc and photo available. Box 275, BROADCASTING.

Program director seeks managerial position. 35, married, 2 children. Experienced in all phases of broadcasting—promotion, sales, programming, announcing. Now employed by basic mutual affiliate. Box 276, BROADCASTING.

Disc jockey. Top seasoned announcer. Record shows of all types specialty. Pictures, audition record, top references on request. 3 yrs. experience leading name bands. Will travel. Looking for association with progressive independent community station. Box 277, BROADCASTING.

Engineer—experience: one year commercial broadcast, one year police communication, 8 months Army broadcast Age 23, married. Consider any location Box 278, BROADCASTING.

Experienced chief or combination. Telephone first, married. Wants change, prefer south. Sustaining wages, furnished housekeeping rooms near work required Box 270, BROADCASTING.

Radio engineer, 29, single, 6 years radio experience in test, development, and construction. College training. 4 years naval chief radio technician. A. Goldenberg, 3051 Ocean Ave., Brooklyn 29, NY

Now available: Topnotch creative writer RRR, Box 413, Philadelphia.

Chief Producer to head five-man production staff of 50,000 watt network station in important Eastern Seabord city. Here's an opportunity to assume major responsibility for production of a variety of network-calibre local shows, plus occasional network originations. Only the man who is an experienced director and radio writer can qualify. An extensive background in advertising and commercial radio is also an important consideration. The job carries an executive salary, and offers unusual opportunities for advancement. Send complete information and photograph to Box 259, BROADCASTING.

SALESMAN

OPPORTUNITY!

Chicago office of a leading radio rep seeks experienced salesman, preferably with midwest contacts. To an energetic person of productive ideas, we offer an unlimited future.

Please write fully. All replies confidential. Our organization knows of this ad.

Box 283, BROADCASTING.

Opportunity—Highly rated, well established 1000 watt station in Central West needs: (1) Good commercial writer as Continuity Chief; (2) An above average commercial announcer; (3) Combination announcer and newsman. Send full information.

Box 274, BROADCASTING.

Situations Wanted (Cont'd.)

Program director—Have worked from bottom up in gaining well-rounded experience in all phases programming and production. As program director, know importance of both commercial and community service programming. College graduate, degree in speech and radio. Reliable family man seeking permanent position. Box 281, BROADCASTING.

Experienced television engineer available in January. Box 293, BROADCASTING.

Announcer—Young man, 23 years old desires announcing position at progressive station. College graduaee; one years experience Washington metropolitan area. Box 291, BROADCASTING.

Music or program director, head of music department midwest college would make the addition to your staff. Excellent training, Ph. D. in music and dramatics. Theatre experience, som radio. Play Hammond and Solovox. Wife exceptional pianist and accompanist. Box 290, BROADCASTING.

Trained at Radio City. Veteran. Wish to specialize as newscaster. New York state or New England preferred. Box 289, BROADCASTING.

Veteran, 24, single. Graduate radio announcing school. Employed WGN before war. Experience: announced college station, Ann Arbor, Michigan. Experienced with handling discs; will send some of own voice and photo. References. Jerome E. Golden, 5837 West End Ave., Chicago, Ill.

Transmitter engineer or chief—16 years radio. Married, located Virginia. Wish make change immediately. Read news, spots, no ad lib stuff. Require furnished rooms. No union trouble. Good personality, good references as chief. Telephone first. California, on your tickets. Our own close by. Contact me at once. Box 287, BROADCASTING.

Program director—announcer—Fully experienced in network procedures as well as independent operation. Go anywhere housing available. $55.00 per week lowest figure. Box 286, BROADCASTING.

General manager—Excellent record, top references, seeking permanent small station location in east or south. Young, married, employed at present. Box 285, BROADCASTING.

NOW YOU CAN

INCREASE

YOUR EARNING POWER IN RADIO!

Unless you have had specialized training in radio, under expert guidance—you may not have capitalized completely on your talent. Now is the time—with more and more people coming into radio—to develop your capacities to the fullest degree.

Betty Wason, former war correspondent for CBS: "Your course is a provocative beginning for the novice in radio, and an excellent brush-up for those who want to acquire a smoother technique. . . ."

The National Academy of Broadcasting—oldest school in America teaching broadcasting techniques—offers a complete course of study, including announcing, acting, script-writing, etc. Under the direction of Alice Keith, nationally famous author and educator. GI accredited.

★

Address inquiries to:

NATIONAL ACADEMY OF BROADCASTING
1866 Irving St., N.W., Dept. 198, Washington 10, D. C.

NATIONAL ACADEMY OF BROADCASTING, INC. NAOB

Radio Week

(Continued from page 18)

for each of the 17 NAB districts. Winners are to be announced about Feb. 1.

Among letters and telegrams to NAB and RMA from public officials and leaders in educational and military fields were similar letters from Dr. John W. Studebaker, U. S. Commissioner of Education [BROADCASTING, Nov. 18]. Text of his letter to NAB President Justin Miller follows:

I am glad to express my appreciation of the splendid contributions which have been made by radio broadcasting both to the schools and to the families of our country through the long period of development which is now being celebrated during the week Nov. 24-30 as National Radio Week.

I am reminded that Thanksgiving falls within the week so it is proper that we should be grateful for the services which broadcasting has rendered our schools and all our people in supplying information, education and entertainment thus enriching our lives and making us more sensitive to our obligations as citizens of this great country. Certainly, we in America can be truly thankful as well that our system of radio broadcasting is free.

We can be thankful too for the inventive genius which has given us the finest system of radio broadcasting, technically, in the whole world. We can be thankful too for the mass production economies of industry which have made it possible to bring radio receiving sets into many thousands of schools and millions of households in America.

The celebration of this week provides a fitting occasion for me to express, in behalf of the school folk, deep appreciation of the fine cooperation which has been rendered this office by the NAB through the work of the Federal Radio Education Committee. The studies which have been conducted in important techniques in educational broadcasting, the services provided by the Transcription and Script Exchange and the help and advice which have been made readily available through this cooperative effort are additional reasons for us to be thankful at this time.

These are all practical means of bringing the schools, the great foundations sponsoring research and the broadcasting industry together. We look forward to continued cooperation of these agencies in our American life working together for the welfare not only of those of us engaged in the business of education but the people in general.

Gen. Omar N. Bradley, Administrator of Veterans Affairs, in a telegram to President Miller recalled radio's role in returning American servicemen to civilian life. His telegram follows:

During celebration of National Radio Week Nov. 24-30 I would like to express deep appreciation for invaluable cooperation of American broadcasters. Stations, networks, nationally sponsored programs, advertising agencies and talent have all collaborated magnificently in interest of informing veterans and their families of insurance and readjustment benefits provided by Congress and a grateful nation. Radio has played a great part in speeding return of American soldiers, sailors, marines and coastguardsmen to normal, useful civilian life. The VA knows it can count on radio industry for continuing help in solving continuing problems.

Situations Wanted (Cont'd.)

Chief engineer, sixteen years experience, ten as chief engineer. Experience directional antennae and FM, all phases of construction. Box 294, BROADCASTING.

Hal Styles may solve your problem with a young, ambitious, capable man, veteran or non-veteran, who has been thoroughly grounded for eight or more months by radio professionals in announcing, newscasting, control operation and continuity writing. Write or wire Hal Styles, Hal Styles' School of Radio, 8800 Wilshire Blvd., Beverly Hills, Calif.

For Sale

Immediate delivery, best offer, Fairchild recorders, two 539A, one 539C, with playback and spiriling, brand new in original crates. Contact Joseph Levine, 836 Crown Street, Brooklyn NY, President 2-2050.

One portable model Presto 16X recorder complete with amplifier and cutter head. One portable model Presto MLC16 recorder with EO-7 amplifier—both include carrying cases—both recorders are now set up in metal table to record continuously. Wire or write KGDM, Stockton, California.

Wanted to Buy

Wanted—1 kw transmitter in satisfactory condition. Also tower. Advise best cash price. Box 252, BROADCASTING.

250 watt transmitter, immediate delivery, good condition. Wire collect Box 952, Livingston, Montana.

Wanted—150' tower, #12 ground wire, speech equipment, turntables. Box 1644, Reno, Nevada.

Miscellaneous

Notice to Mr. Hunter Reams: Please write me at 5 Miller St., Rankin, Pa. Frank Edwards.

Radio Not Yet Hurt By Mine Stoppage

Broadcasting Held Vital Public Service; FCC Watchful

RATIONING of coal and curtailment of power supplies as a result of the mine shutdown last week were not expected to have immediate effect on broadcast stations in general.

At the FCC it was stated that the Commission is observing developments but no official action has been taken. It was explained that broadcasting is a vital public service and would be one of the last to suffer curtailment in event of a long strike. The need for broadcast service actually will increase if the strike continues. During the recent Pittsburgh power strike broadcast stations received credit for much of the success of the campaign to keep down suffering and inconvenience.

A large share of stations have standby power supplies which can be used in event of power shutdowns. Overall power consumption of the industry is trifling, it was stated at the FCC, with all stations together not using more power than a single battleship.

In the District of Columbia the Commissioners ordered a brownout effective Nov. 23 but exempted from its provision such services as broadcasting, radio communication and telephones.

Neither NAB nor Radio Manufacturers Assn. had taken any official action at the weekend. RMA anticipated the possibility of power or coal shortage at individual manufacturing plants but pointed out this was strictly a local problem.

KPOR, FM, Readies

KPOR Riverside, Calif., new FM station owned by Broadcasting Corp. of America, expects to take the air about Dec. 1. Plans call for daily 18-hour schedule. Broadcasting Corp. of America also owns KROP Brawley, KPRO Riverside, AM outlets.

THE LAST WORD ON MEDIA

The list of media used in any advertising campaign is a product of many minds.

Advertising department, sales department, research department and advertising agency are among those who influence the selection of individual newspapers and radio stations.

But the all-important final approval—the *last word* on who goes off, who stays on and who is added to the list—rests with the company official in charge of the overall sales and advertising program. His title may be Sales Manager, Director of Sales or Vice President in Charge of Sales, but this executive against whose department advertising is charged as a *sales cost*, is the man with the final say on media.

You'll want the Man in Charge of Sales on your side, FIRST, when he selects the *markets* where sales of his products will be pushed, and LAST, when he goes over the list of *media* to give the final word on where his company's advertising dollars will be spent. You'll *have* him on your side if your story is effectively told by a consistent advertising campaign in *his magazine*—SALES MANAGEMENT.

ABC ABP

Sales MANAGEMENT

386 FOURTH AVE., NEW YORK 16, N.Y.
CHICAGO SANTA BARBARA

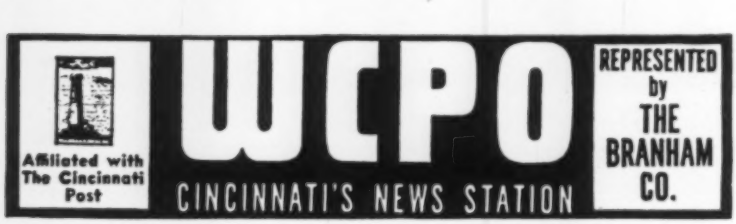
CINCINNATI LISTENING

WCPO

WCPO has more listeners than any other Cincinnati station except one!*

This represents a boost for WCPO from third UP to second place among Cincinnati's five radio stations over the comparable period of last year.

**Statement based on C. E. Hooper total rated time periods May through September, 1945, and May through September, 1946, the latest five month report.*



Radio Guild (CIO) Wins 2-Year Contract With CBS Covering White Collar Group

A TWO-YEAR contract covering white collar workers at CBS was signed last week by the network and the Radio Guild, United Office and Professional Workers of America (CIO).

According to a CBS announcement, the contract provides for a salary increase of 22½% less earlier cost of living raises of approximately 12% given by the network on Sept. 1. An additional 2½% has been set aside for recognition of individual merit and other cases deserving special consideration under the company's basic classification plan.

In a separate announcement, the union described the contract as providing for a 25% salary increase, with the minimum starting wage for unskilled workers raised to $27.50 per week. The general increase, according to the union, averaged $9.90.

The union also stated that the contract contained provisions for an overall classification system which will correct inequities and guarantee equal wages for equal work.

The network stated that a compromise agreement was reached on union statutes, under which the union relinquished its original demand for a union shop. In turn the company guaranteed maintenance of the present proportionate union membership.

The contract also provides for a three-week vacation for all those employed over five years at CBS. Nine holidays with pay are provided and double pay will be received by employes on special assignments on these days.

The contract is valid for a two-year period, expiring Dec. 1, 1948, and may be reopened after one year for reconsideration of wages and arbitration of any differences.

The company continues to exercise its full authority in matters of hiring, promotion and discharge, having agreed with the union on general procedures to be applied in these fields.

The union officials are now formulating plans to extend organization to all other networks.

AFRA

(Continued from page 15)

Hollywood others coming up include those of the RDG, Office Employes International Union, AFM, IBEW, NABET and RWG. Support of AFRA in event of strike seemed practical to them but the other Hollywood unions said AFRA had neither sought nor rejected support late Thursday.

This hesitance by AFRA has been interpreted by some unions of smaller membership as a case of bulging muscles strong enough to go it alone. AFRA officials denied that, insisting that lack of position only resulted from lack of advice by national officers.

Other sentiments have it that AFRA does not choose to solicit support because it isn't sure of being able to back others in their negotiations to come. Factually this develops from the circumstance that AFRA is divided into four groups—actors, announcers, singers and sound-men. Four groups operationally resemble four unions and assured support from four components was reportedly uncertain in Hollywood, even within AFRA.

AFL PLEA AFFECTING WSB, WHIO DISMISSED

BY VIRTUE of an even number of votes cast for and against the AFL as a collective bargaining agent for WSB Atlanta and for WHIO Dayton, Ohio, the National Labor Relations Board last week dismissed the AFL petition regarding both stations.

Talley of ballots of Atlanta Journal Co., operator of WSB, held by NLRB Sept. 26, at the request of International Brotherhood of Electrical Workers (AFL), showed of 17 eligible voters, 10 cast valid votes. Two of the ten were for IBEW, eight against, and the one challenged ballot is "insufficient to affect the results of the election." No objections were filed.

Sept. 23 NLRB held elections for a collective bargaining agent for Miami Valley Broadcasting Corp., operator of WHIO, at the petition of the Cincinnati Local Federation of Radio Artists (AFL). Of 14 valid votes cast, seven were for the AFRA local, seven against. The petition was dismissed with no objections by either the employer or petitioner.

Philco Profits Up

PHILCO Corp. had operating profit, before tax adjustments, of $2,094,206 in third quarter of 1946, compared with $164,787 in second quarter, John Ballantyne, president, has announced. Operating results in third quarter were equivalent to $1,151,206, or 77 cents per share of common stock. Sales for quarter totaled $35,385,783, compared with $22,860,876 in preceding three months. Philco reduced operating loss for first nine months of 1946 to $310,478. Firm's board of directors last week declared regular quarterly dividend of 93¾ cents per share on firm's preferred stock, 3¾% Series A. Dividend is payable Jan. 1 to stockholders of record Dec. 14. Board also declared dividend of 20 cents per share on common stock payable Dec. 12 to stockholders of record Nov. 30.

Meyerhoff Is Identified With Milwaukee Petition

ARTHUR MEYERHOFF, president of the Chicago agency bearing his name, holds minor financial interest in applicant for new Milwaukee 1 kw daytime outlet on 1430 kc, according to request filed with FCC last week. The applicant, Andave Radio Co., in addition to Mr. Meyerhoff (6 of 100 shares listed), also gave George Grabin of the Meyerhoff agency as holder of 10 shares. Mr. Meyerhoff stated in Chicago that he has no intentions of taking an active interest in the proposed outlet nor in its use as a test market.

Others identified with Andave Radio are: Fred Froede, president, Home Savings Bank, Milwaukee, 24 shares; Sydney Charney, attorney, 20 shares; Gerald Bartell, Navy veteran, 10 shares; Bruno Bitker, 20 shares; Ben Berkin, public relations, five shares; Lee K. Beznor, five shares.

Dorothy Lewis Is Leader At Creighton U. Meeting

CONFERENCE for women broadcasters, one of a series, was held Nov. 21 by Creighton U., Omaha, at which Dorothy Lewis, coordinator of listener activity for NAB, spoke on "Women's Role in American Radio" and presided as chairman. Other participating speakers were Caroline Ellis, KMBC Kansas City; Wynn Hubler Speece, WNAX Yankton; Anne Hays, KCMO Kansas City; Margaret Stoddard, Iowa regional director of listener activity, and Pearl Broxman, WMT Cedar Rapids.

Several of the speakers remained for the Nov. 22 meeting of the Radio Council of Omaha at which Miss Lewis spoke on "Five Freedoms of American Listeners." New officers of the Omaha council are E. M. Hosman, director of adult education, U. of Omaha, president; Rev. Paul M. Smith, S.J., first vice president; Mrs. Laverne Smith, second vice president; Mrs. Claire Magnuson, secretary, and Mrs. George V. Shibley, treasurer.

Krieger Presides

SEYMOUR KRIEGER, graduate of Yale Law School and member of Washington radio law firm of David, Courtney, Krieger & Jorgensen, Nov. 14 presided over the Student Moot Court of the Yale Law School in a session on criminal law. He related experiences as member of Justice Jackson's war crimes staff at Nuremburg.

Strike Continues

STRIKE of NABET engineers at WDNC Durham, N. C., continued through second week last Thursday with no change in negotiations, J. Frank Jarman, WDNC manager, reported. Station was off the air only few hours at start of walkout Nov. 8 [BROADCASTING, Nov. 18].

Opposes Levy

CECIL B. DeMILLE, film producer who two years ago gave up a $2,050-per-week job as narrator-m.c. of CBS *Lux Radio Theatre* rather than pay a $1 AFRA political assessment, warned the Western Growers Assn. annual meeting in Los Angeles last week that compulsory political assessments by labor unions should be outlawed. "If allowed to take hold in the labor movement, these assessments would be one of the strongest weapons in the arsenal of the communist conspiracy," he said. AFRA blackballed him when he refused to pay the $1 political assessment.

Asbury Park Newspaper Will Build FM Station

CONSTRUCTION of a new FM station, WJLK, will start Nov. 26, the *Asbury Park* (N. J.) *Press* announces. Call letters embrace initials of the late J. Lyle Kinmonth, for 50 years editor and publisher of the *Press*. Studios will be located in the newspaper building, and initial operating hours will be 3-9 p.m.

General Electric transmitter and studio equipment and a four-section RCA pylon antenna will be used, and the station will operate at 104.7 mc. Edward J. Content, Stamford, Conn., has been retained as studio consultant.

WBAL Hearing

(Continued from page 15)

CASTING, Sept. 23]. They applied in the name of Public Service Radio Corp.

Six additional stations were added to the renewal-hearing list for programming considerations the same week the Pearson-Allen application was filed: WTOL, KMAC, KONO and WIBG Philadelphia, KBIX Muskogee, Okla., and KGFJ Los Angeles. Issues on the latter three have not been disclosed.

Issues on the WBAL and Pearson-Allen applications are as follows:

1. To determine the legal, technical, financial, and other qualifications of the applicant Public Service Radio Corporation to construct and operate the proposed station, and of the applicant Hearst Radio, Inc. (WBAL) to continue to operate Station WBAL.
2. To determine the areas and populations which may be expected to receive service from the operation of the station proposed by Public Service Radio Corporation, and which now receive service from Station WBAL, and the character of other broadcast service available to those areas and population.
3. To determine the type and character of program service to be rendered and whether it would meet the requirements of the populations and areas proposed to be served.
4. To obtain full information respecting the present installation of Station WBAL and the installation proposed by Public Service Radio Corporation.
5. To determine on a comparative basis which, if either, of the applications in this consolidated proceeding should be granted.

At Deadline ...

BLUE BOOK THEME STRESSED IN KBIX RENEWAL ISSUES

FCC, which skirted Blue Book in setting issues for WBAL Baltimore renewal hearing with Pearson-Allen application (story page 15), more strongly delineated program questions for renewal hearing for KBIX Muskogee, Okla. (1490 kc, 250 w). KBIX hearing Jan. 15 at Muskogee. Issues, also covering KBIX FM application, revealed late Friday, in substance:

1. To obtain full information concerning nature and character of program service rendered by station, with particular reference to amount of time station devoted to broadcasting discussions upon controversial issues of public importance, and percentage of time devoted to broadcasting local live talent programs.
2. To obtain full information as to whether applicant is attempting, or has attempted, to eliminate competition from other media for dissemination of news and information in Muskogee and surrounding areas.
3. To determine whether applicant failed to permit KBIX to broadcast full and complete information concerning affairs and activities of any civic group or organization in or about Muskogee or surrounding areas, with particular reference to affairs and activities of local Chamber of Commerce.
4. To determine applicant's future policy with respect to matters covered by foregoing issues.
5. To determine policies of applicant with regard to program service to be rendered by proposed FM station, with particular reference to matters covered by issue No. 1.

WOKO MISREPRESENTATION QUESTIONED IN HIGH COURT

U. S. SUPREME COURT questioned counsel Friday afternoon in hearing FCC appeal from appellate court decision reversing Commission denial of WOKO Albany, N. Y., renewal, showing interest in materiality and purpose of WOKO misrepresentations in renewal applications.

Chief Justice Vinson and Justices Jackson, Rutledge, Burton, Reed and Frankfurter queried Harry M. Plotkin, FCC assistant general counsel, and William J. Dempsey, of Dempsey & Koplovitz, WOKO counsel. Mr. Plotkin argued appellate ruling places premium on misrepresentation, with those misrepresenting in better position after discovery than honest applicant if FCC cannot deny facility on that basis.

Mr. Dempsey contended misrepresentation not material since Sam Pickard, former Federal Radio Commissioner and CBS vice president, exercised no influence on WOKO operation while hidden beneficiary of 24% of WOKO stock. He argued FCC failed to give due consideration to applicant's record or ability to serve public. Justice Black did not participate.

'HIT PARADE' SUIT OKAYED

ADVANCE MUSIC CORP., New York, granted permission by New York Court of Appeals to bring suit against American Tobacco Co. Charges: "Selection of songs appearing on *Hit Parade* was made inaccurately." Advance Corp. spokesman said firm seeks redress for "financial loss resulting from failure of our songs to appear on the radio program," referred specifically to "Don't Sweetheart Me." Original suit against American Tobacco filed by Advance Music in 1944, but tobacco company asked dismissal. Date for court trial not set.

INCREASE in daytime power of KSAC Manhattan, Kan. from 1 to 5 kw authorized by FCC, announced Friday. Night power remains 500 w. Station on 580 kc, shares time with WIBW Topeka.

KAND SALE APPROVED; FLY WITH NEW OWNERS

SALE of KAND Corsicana, Tex. (1340 kc, 250 w) to group including former FCC Chairman James Lawrence Fly, 4% stockholder [BROADCASTING, Nov. 18], announced by FCC Friday as approved. Price: $25,000. Sale by J. C. West and Frederick Slausson, equal owners, to Alto Inc., owned by Mr. West (10%); Wesley W. West, Houston businessman (68%); P. M. Stevenson, business associate of W. W. West (18%); Mr. Fly (4%).

License assignments approved but involving no ownership changes were KFIZ Fond du Lac, Wis. (1450 kc, 250 w) from Reporter Printing Co. to wholly owned subsidiary, KFIZ Broadcasting Co.; and WDSM Superior, Wis. (1230 kc, 250 w) from WDSM Inc. to Ridson Inc., headed by Herman H. Ridder and owned by Ridder family, which purchased station from James J. Conroy and associates for $150,000 last summer [BROADCASTING, June 17].

FCC called for hearing on proposed sale of WDBC Escanaba, Mich. (1490 kc, 250 w) by Gordon H. Brozek, Frank J. Russell, and Leo J. Brott to Frank J. Lindenthal, John P. Norton and William J. Duchaine for $39,999.

DIRECTORS GET RAISE

FINAL NEGOTIATIONS between Chicago Radio Directors Guild and ABC, NBC, CBS take place this week following informal agreement late last week between network representatives and Burr Lee, CRDG president. New three-year contract calls for 15% wage increase, with $82.50 minimum, retroactive to Sept. 1, two weeks paid vacation, four weeks termination notice or two weeks pay after one year employment, and 10% increase at end of 1947 if higher living costs warrant. CRDG so far unable to complete organization of MBS employes.

BOTT OPENS OWN OFFICE

LEO P. BOTT Jr., formerly copy chief-account executive Holder Morrow Collier Inc., Chicago, opens own office Dec. 1 same city. Will serve advertisers and advertising agencies; do other professional writing. Formerly owned Bott Adv., Little Rock; later with BBDO Chicago and Buffalo, Donahue & Coe, N. Y.

MARK WOODS, ABC president, principal speaker at annual luncheon meeting of Metropolitan Opera Guild Friday at Waldorf Astoria, New York, paid tribute to Texas Co., which has sponsored seven seasons of opera on ABC.

EDWARD J. HEFFRON, NAB executive assistant-public relations, in Doctor's Hospital, Washington, with virus pneumonia.

CALL FOR ACTION!

ARGUING on behalf of WOKO Albany, N. Y., renewal, Counsel William J. Dempsey said to U. S. Supreme Court Friday afternoon: "If all the broadcasting stations that made misrepresentations were taken off the air there would be a very serious gap in the spectrum."

To which Justice Jackson replied, with twinkle in eyes: "Is that an argument that something drastic ought to be done?"

SECOND GEORGIA INSTITUTE PLANNED; COBB HONORED

GEORGIA RADIO Institute will be annual affair, Georgia Assn. of Broadcasters and U. of Georgia decided unanimously at concluding session Friday of first Institute in Athens, Ga. (earlier story page 20). Wilton E. Cobb, general manager, WMAZ Macon, Institute general chairman, voted "Radio Man of the Year" by Digamma Kappa, first exclusive radio fraternity in country.

Honorary memberships for meritorious contributions also awarded Carolyn Vance, radio instructor, U. of Georgia; Dean John E. Drewry, Henry W. Grady School of Journalism, U. of Georgia; J. Leonard Reinsch, managing director, Cox stations and radio adviser to President Truman, and, in absentia, Charles A. Smithgall, Atlanta, president, Georgia Assn. Stewart Hopkins, Digamma Kappa treasurer, made awards, announced plans to expand fraternity into national organization.

Sen. Owen Brewster (R-Me.) spoke highly of radio's public service contribution, said there was no definite decision in Senate to investigate FCC but that all executive agencies would be closely scrutinized by new Congress. Dwight Bruce, WTOC Savannah, named chairman next year's broadcasters' committee to work with Dean Drewry on second Institute.

FCC SETS 20-DAY LIMIT IN CONFLICTING REQUESTS

AMENDMENT of Part I, FCC Rules & Regulations, announced Friday including following changes affecting broadcasting (amendment effective Dec. 2):

1. Applications mutually exclusive with applications already set for hearing will be consolidated only if filed at least 20 days before hearing date (date hearing actually starts will govern in case of postponement); otherwise, will be dismissed without prejudice, not eligible for re-filing until applications in hearing decided or withdrawn.
2. When hearings waived, record closed as of date waivers filed. Subsequent information, if used, must be served on all parties. Waiver form shortened.
3. Procedure enunciated for handling applications for CP modifications: Those requesting major changes go into "Processing Line"; if minor changes involved, will be handled outside "Processing Line."
4. Persons made parties to hearings must file notice of appearance in triplicate within 15 days thereafter.
5. Information FCC is required to give in notice of hearing spelled out in more detail.

WILLIS HEADS GROCER GROUP

PAUL S. WILLIS was re-elected president of the Grocery Manufacturers of America last week at the association's annual three-day conference held in the Waldorf Astoria, New York. Other officers named by the association are: Donald E. Lourie, of Quaker Oats Co., first vice president; Austin S. Igleheart, president of General Foods Corp., second vice president; Mark Upson, of Procter & Gamble, third vice president; H. E. Meinhold, of Duffy-Mott Co., secretary, and B. E. Snyder, of R. B. Davis Co., treasurer.

ARGUMENT in appeal of Churchill Tabernacle, Buffalo, from FCC decision denying license renewal to WKBW-WGR Buffalo because of time commitment to tabernacle [BROADCASTING, Oct. 14] scheduled Tuesday morning (Nov. 26) before U. S. Court of Appeals for District of Columbia. James Lawrence Fly, former FCC chairman, and Joseph H. Mowrey, Buffalo, counsel for Tabernacle.

MRS. M. B. SCHARFELD, mother of Arthur Scharfeld, partner in Washington radio law firm of Loucks & Scharfeld, died Friday in Cleveland after extended illness.

NORMAN NOYES, former NBC Hollywood account executive, new Los Angeles manager Avery-Knodel Inc., succeeding FRANK WEBB, resigned, to manage KVPO Honolulu.

WE ASKED OUR AUDIENCE FOR HELP...

A CHARTERED plane will fly three Midwesterners to New York next week to witness important sessions of the United Nations Assembly.

These three persons will be winners of WLW's United Nations Essay Contest. Their all-expense paid trip is their reward for submitting the best answers—in the opinion of the presidents of four state universities—to this question:

"HOW CAN WLW BEST CONTRIBUTE TO THE INTEREST IN, AND UNDERSTANDING OF, THE UNITED NATIONS?"

What is the reasoning behind such a contest? Simply this: several years ago WLW pledged all its resources and facilities toward keeping its listeners the best informed radio audience in the world. To fulfill that pledge—still our prime objective—we . . .

. . . contracted for the services of the four major news-gathering agencies—AP, UP, INS and Reuters . . . expanded our news department to its present strength—12 expert writers, editors, newscasters and commentators . . . sent our own correspondents to report from every major theater of war . . . established our own Washington News Bureau . . . sent three listeners—a farmer, a grocer and a housewife—to investigate and report on the famine situation in Europe . . . embarked upon a comprehensive program of international broadcasting to establish better understanding between our listeners and their world neighbors.

Now, believing the proceedings of the United Nations to be of extreme importance to every listener, we are seeking a satisfactory means of using our facilities to intelligently report these proceedings—to give impetus and understanding to the concept of the UN.

Thus, the United Nations Essay Contest was conceived—not as a stunt, but to solicit the serious thinking and suggestions of our listeners in an earnest and sincere effort to further meet our obligations as a clear channel station.

WLW

The Nation's Station

CROSLEY BROADCASTING CORPORATION